

UNITE: AMES, ISU, STUDENT, CITIZEN, + PLACE

by

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A REPORT

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MASTER OF LANDSCAPE ARCHITECTURE

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Approved by:

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Abstract

College districts are unique places that often times blend the culture, history, and the future direction of a city. They are places that foster knowledge, interaction, and diversity. A successful college district enables all citizens to help shape a place that is unique amongst other districts throughout the city. They are places where people relax, work, socialize, think, revolt, and reunite. They are, perhaps, the most important districts within college towns.

The intent of this project is to completely reinvent a district to be one that all citizens (permanent and student) of Ames, Iowa can utilize throughout the year. Reversing the negative perceptions of Campustown through design and programming will help recreate a district that fosters interaction among students of Iowa State University and the citizens of Ames. Further, the recreation of Campustown will benefit the community in terms of image, economics, environment, and place. Campustown will no longer be perceived as an enclave of substandard student housing, trashy bars, and a district that caters to only one group. It will be a place where people come together to celebrate Ames and ISU and to come together to meet friends and family.

To enable a thorough understanding of successful college districts, two case studies were examined in great detail to help understand what makes these places work. A complete site inventory and analysis of Campustown was also conducted to help determine where and what shortcomings are present throughout the site. Several different programming elements have been selected that would be appropriate to locate in the Campustown area. And finally, a complete master plan has been created that will enable Campustown to function properly long into the future for every citizen of Ames.

[Link to unite: ames, isu, student, citizen, + place](#)

unite:



ames, isu, student, citizen, + place

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ABSTRACT

College districts are unique places that often times blend the culture, history, and the future direction of a city. They are places that foster knowledge, interaction, and diversity. A successful college district enables all citizens to help shape a place that is unique amongst other districts throughout the city. They are places where people relax, work, socialize, think, revolt, and reunite. They are, perhaps, the most important districts within college towns.

The intent of this project is to completely reinvent a district to be one that all citizens (permanent and student) of Ames, Iowa can utilize throughout the year. Reversing the negative perceptions of Campustown through design and programming will help recreate a district that fosters interaction among students of Iowa State University and the citizens of Ames. Further, the recreation of Campustown will benefit the community in terms of image, economics, environment, and place. Campustown will no longer be perceived as an enclave of substandard student housing, trashy bars, and a district that caters to only one group. It will be a place where people come together to celebrate Ames and ISU and to come together to meet friends and family.

To enable a thorough understanding of successful college districts, two case studies were examined in great detail to help understand what makes these places work. A complete site inventory and analysis of Campustown was also conducted to help determine where and what shortcomings are present throughout the site. Several different programming elements have been selected that would be appropriate to locate in the Campustown area. And finally, a complete master plan has been created that will enable Campustown to function properly long into the future for every citizen of Ames.

The word "unite" is displayed in a large, lowercase, sans-serif font. It is positioned on the right side of the page, partially overlapping a dark gray horizontal bar that spans the width of the page. The text is white, creating a high contrast with the dark background.

CONTEXT MAP



AMES POPULATION:
50,731 (2000 US Census)

STUDENT POPULATION:
26,845 (2000) (ISU fact book, Office of the Registrar, 2008)
26,160 (2007) (ISU fact book, Office of the Registrar, 2008)

SITE SIZE:
82 acres

MY EXPERIENCES IN THE COLLEGE TOWN

IOWA CITY, IOWA

From my childhood in Iowa City to my last days in Manhattan, I will have spent my entire life in a college town. My longest departure from a college town was three months in Rome where I was studying. Perhaps one could call this a sheltered life, but I find it to be a very unique situation. Growing up in Iowa City, I spent my youth at the pedestrian mall in the heart of what is the U of I and Iowa City. Surrounded by the historical roots of literary greats such as Kurt Vonnegut and Jack Kerouac, several free museums on campus, and the overwhelming stench of marijuana, these cues help shape a district and certainly had an impact on my perception of college, cities, space, and design.

CEDAR FALLS, IOWA

Moving to Cedar Falls, Iowa, home of the University of Northern Iowa, I immediately saw a dramatically different college town. One of a more conservative nature and one with a miniscule and dilapidated college district. The Hill, as the district is known, contained little attractors for a high school student, besides the obvious place to buy beer illegally.

AMES, IOWA

Ames was simply Ames. It lacked every positive feature that Iowa City had but still contained some great amenities. Nowhere I have lived before was it easier to get around. Cyride, the public bus system in Ames, was top notch. On a Friday night I could call Moonlight Express, or “the drunk bus” as it was referred to, and have the bus drop me off at a party at the other end of town and get a ride back at the end of the night for free. Further, the City of Ames provides countless miles of paved walking/bicycling trails and a host of public parks that offer camping, fishing, and swimming all within a 20-minute drive.

BERKELEY, CALIFORNIA

Living in Berkeley, California for a summer only strengthened my desire to dig deeper in discovering what a college town truly is. Perhaps the most progressive college town in the nation, Berkeley is a melting pot of activism, social movements, environmentalism, and freedom. It is known to locals as “Bizerkeley” and the name holds true to the countless oddities of the city. From the tree sitters at University of California’s Memorial Stadium that stole the news stories every night to the numerous miles of bicycle boulevards, Berkeley, in my perception, is the most progressive city

THE COLLEGE TOWN EXPERIENCE

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THE COLLEGE TOWN EXPERIENCE

in the nation. The beauty of Berkeley is that it is only a 20-minute BART ride to San Francisco, but everything you could possibly need or want you will find in Berkeley. If you are visiting, take a walk down Telegraph Avenue and don't forget your will to be weird.

MANHATTAN, KANSAS

Manhattan, Kansas is a strange place. Physically isolated eight miles north of US Highway 70 in the Flint Hills, Manhattan contains a hodgepodge of students, residents, and soldiers and their families. Conservatism and liberal views somehow seamlessly blend in the town. Yet from strictly a college town viewpoint, Manhattan is conservative. It is difficult for me to set Manhattan high on the pedestal of great college towns. It lacks so many of the typical college town amenities present in even subpar university towns. The town contains no public transit system or recycling program, and only offers a miniscule amount of paved bicycle/walking trails. Yet, Aggieville, its college district, is a bustling business district that is often frequented by students and citizens. Aggieville does contain a high number of bars, but it still offers attractions for families of Manhattan. Visiting Aggieville for the first time, I was surprised to see a family with their young children. It was quite a difference from Campustown's strip clubs and student ghetto that I came from. Additionally, K-State's campus is among the most beautiful campuses I have seen. I have always pictured K-State's campus as a place where a movie depicting college life would be filmed. The backdrop of historic limestone buildings and quintessential landscaping fills the mind with thoughts of academia, knowledge, and youth.

THE IMPORTANCE OF THE COLLEGE DISTRICT

There is much more to the average college district than most people give credit. While many college districts function primarily for students, a rich history lies beneath the vomit stains and broken glass. The dilapidated college districts of today once functioned to fulfill every student and citizen's needs. They housed students and residents, provided laundry mats, grocery and clothing stores, acted as places of social movements, and provided a place of relaxation and entertainment.

Every college district contains a unique history associated with two powerful sources...a town and a university. No universities are similar and no two towns are the same. It is only a matter of rediscovering what made that town and university and what their driving forces of today are. More than likely, things haven't changed. The creation of Iowa State

University was dependent upon agriculture. It is still the same today and will be long into the future. The difficult part of redesigning a college district is to project its past into the future. The ideas of sustainable agriculture are new, but it is something that will not fade away as some forgotten fad. By providing the necessary arrangement of pieces and parts for Campustown; Ames, Iowa State University and Iowa will continue to be a leader in sustainable agriculture. The space that has been designed will provide the necessary community to support its past and future, while allowing a diverse group of people to come together and unite in what is... Campustown.

THE COLLEGE TOWN EXPERIENCE

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section one:

d i l e m m a a n d t h e s i s



College is like a fountain of knowledge - and the students are there to drink.
Anonymous

INTRODUCTION TO SECTION ONE

This portion of the report investigates the basic dilemma that exists in Campustown and introduces the main thesis for the college district. Further, this section highlights the personal goals and objectives of the report, key issues relevant to landscape architecture, critical existing site conditions/program possibilities, and briefly describes an end product. Section one is intended to briefly inform the reader that major changes will need to take place within Campustown for it to be a successful college district long into the future.

d i l e m m a a n d t h e s i s

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PERSONAL GOALS AND OBJECTIVES FOR THE MASTER'S PROJECT AND REPORT EXPERIENCE

The overarching goal for this master's project and report is to determine what design concept can recreate Ames' Campustown area into a vibrant district utilized by all citizens of Ames (permanent and the student). Further, the intent of the final design product is to create a seamless physical link between Iowa State University's campus and the adjacent Campustown. The result will be a district that reflects one of the nation's most beautiful campuses and a district that links to the University's history, culture, and future.

THE DILEMMA TO BE ADDRESSED

Several conditions or driving forces will shape the redesign of Campustown in Ames. To begin, these conditions are both design oriented (which will be discussed in a latter portion of this report) and socially related. This section of the report will focus on the social factors which create a need for the redesign of Campustown.

The basic dilemma that must be addressed for Campustown is its "town and gown" relationship between the permanent citizens of Ames and the students of Iowa State University. In its current state, Campustown, as well as the surrounding area, is heavily utilized only by the Iowa State student population. The result has created a "student ghetto" that lacks nearly any mix of incomes, age, or redeeming characteristics that could be utilized by the permanent citizen (figure 1-1).

The poor planning and concentration of a large body of students has created a strong divide throughout a medium size town between citizen and student. Past events in the Campustown area have resulted in poor representation for Iowa State University and the City of Ames. For instance, past school celebrations, known as VEISHEA (Veterinary Medicine, Engineering, Industrial Science, Home Economics, and Agriculture – the school's original colleges), have resulted in three riots and one murder since 1988 (VEISHEA homepage, 2008). Actions by the University were taken in 1998 to create an alcohol free VEISHEA, however, the most damaging riot occurred in 2004 (alcohol free), which resulted in the suspension of VEISHEA the following year (figure 1-2).



Figure 1-1
Typical student housing within the Campustown area.



Photos by Meessmann



Figure 1-2
Students rioting during the VEISHEA celebration in 2004.



Photos from KCCI.com

Other issues throughout Campustown and common throughout college campuses have pitted student vs. citizen. Ordinances established by the City of Ames often target students, particularly in the Campustown area. For instance, an ordinance enacted in 2002 has limited the number of unrelated people to three that can reside in a single home or apartment.

Several other social factors have created a strong divide between student and citizen. The end result has been a Campustown that is dilapidated, unrefined, and lacks little amenities for the permanent resident. It is a difficult dilemma to create and design a district where the majority of the population of users will leave in four years and have little concern in terms of its physical qualities and use beyond drinking establishments. And it is also difficult to actively mix permanent residents above the typical college age student into a district that can provide amenities that cater to their needs. Lastly, it is difficult to integrate one of the nation's most beautiful campuses into a district that lacks almost any sort of redeeming aesthetics.

Several questions must be addressed in rejuvenating Campustown. For instance, what sort of amenities would attract permanent residents to the area? Do these amenities include educational attractions, finer dining experiences, public open space, more shopping? Also, what sort of amenities would students find more appealing besides bars? In terms of housing, would permanent residents feel comfortable residing within the Campustown area? Iowa State University attracts several key speakers and visitors to the University. With this in mind, would locating a hotel in the Campustown area positively benefit the district and the University? These, plus several other questions, would be a starting point for identifying particular program elements within Campustown.

THESIS

The intent of this project is to completely reinvent a district that all citizens, permanent and student, of Ames can utilize throughout the year. Reversing the negative perceptions of Campustown through design and programming will help recreate a district that fosters interaction among student and citizen and will benefit the community in terms of image, economics, and the environment.

KEY ISSUES RELEVANT TO CONTEMPORARY LANDSCAPE ARCHITECTURE

Many firms across the country are utilizing *sustainable design practices* throughout their projects to limit the detrimental effects of growth and development. Campustown lacks any sort of sustainable design element within the district. Utilizing particular sustainable methods such as bioswales, rain gardens, pervious pavers, and native plants could be added to the Campustown area to limit environmental issues and beautify the area. Simple aspects such as including an edible garden in the district would help attract older citizens and families and create a link between ISU's Sustainable Agriculture Program and the district.

Fortunately, Campustown is well served by *public transportation*, which reduces the footprint of the district and also connects citizens and students to the area who reside outside of walking distance. This could be used as a catalyst to promote more walking/biking/public transit in the area.

A basic design/perception issue for the district is its *sense of place*. The current negative perception of Campustown results in poor representation for Iowa State and the City of Ames. Creating a district that has some sort of theme or relies heavily on a particular cultural aspect of ISU, Ames, or Iowa would help recreate the overall sense of place for the area. A complete overhaul, such as the Pearl District in Portland, could be carried out to reinvent the district.

CRITICAL EXISTING SITE CONDITIONS/PROGRAM POSSIBILITIES

This section is focused entirely on the physical makeup of Campustown and its surrounding uses and how these issues will help create particular program possibilities. The section is broken down into two simple categories; negative design elements and positive design elements.

Negative Existing Conditions:

Perhaps the most recent changes to Campustown have resulted in the most negative design scenarios for the district. Planning efforts, or the lack thereof, have allowed several new highrise apartment complexes to be constructed in the district, often with little concern or consideration for the pedestrian and street level aesthetics and activity (figure 1-3). In total, three new high-rise buildings, all seven stories or more, have been

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constructed in Campustown in the past ten years. While this has increased the overall density of the area, the design standards of the buildings fall short to create any sense of place or overall aesthetic scheme which unites Campustown.

The overall aesthetics and lack of positive open space prove detrimental to the character and appearance of Campustown. Located at the intersections of Welch Avenue and Chamberlain Street (the district's heart) is the main thoroughfare among students and users of the area. Unfortunately, the southwest corner of the intersection is consumed by a Kum and Go gas station (figure 1-4) and the southeast corner is occupied by a poorly designed urban concrete park. The end result of a poorly defined heart to Campustown has created a space more pleasing to walk through than spend time at. Additionally, a miniature replica of Iowa State's beloved Campanile is situated within the intersection of Welch and Chamberlain. While the thought and recognition was present to "spruce up" Campustown back in the early 90s, the fixture seems out of place and poorly designed from within the district.

Program Possibility:

The heart of Campustown could prove to be a unique starting point for a redesign. Efforts could be focused on softening the harsh edges of the intersection and continuing design work beyond its surroundings. The possibilities of a park in the area would add greatly to the potential for a central gathering place for students and citizens.

Last, no "main" entrance exists to either Iowa State's campus or Campustown. No landscape elements such as Berkeley's Sather Gate mark a strong entrance or illustrate to an unfamiliar user as to where you are within campus/Campustown.

Positive Existing Conditions:

Perhaps the most unique aspect for Campustown is its proximity to Iowa State's campus, in particular, Lake LaVerne (figure 1-5). The lake was designed by the landscape gardener from Chicago, O.C. Simonds, in 1914 and is directly adjacent to the north edge of Campustown off of Welch Avenue (Iowa State homepage, 2008). Additionally, Friley Hall, one of America's largest dorms, is located on the north side of Lincoln Way, the main east-west street and is adjacent to the northern most part of Campustown.



Figure 1-3
New highrise development holds little architectural value.



Photos by Meessmann



Figure 1-4
The heart of Campustown is poorly defined, has few elements worth retaining, and no large open space for gatherings and activities.



Photos by Meessmann

Another positive feature of Campustown is its topography. Walking south along Welch Avenue up to Chamberlain is by no means steep, however, the slight incline adds unique sightlines from the bottom of Welch near campus and could be utilized for interesting design elements. In fact, since 2005, the ISU Ski and Snowboard Club have held an annual “rail jam” which produces skiers and snowboarders from across the county to compete in a trick contest held every February. The event draws thousands of students as well as residents of Ames.

Several other positive features are present throughout the Campustown area including, a dense population, mixture of historic architecture, civic uses, College Creek watershed, and a variety of restaurants.

Program Possibility:

Campustown and its proximity to the University campus offers possibly the most realistic and practical design solution for the district. Creating a link from ISU’s campus to Campustown that relies on ISU history, culture, and its future could be used as an underlying design concept for Campustown. The end result could create a formal entrance shared by both the University and Campustown.



Figure 1-5
Lake LaVerne located on the southern edge of ISU’s campus adjacent to Campustown.



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section two:

c a s e s t u d y

iowa city - pedestrian mall



INTRODUCTION TO SECTION TWO

Section two covers one of two case studies conducted for the report. Iowa City's Pedestrian Mall is examined in full detail in this section. This case study investigates several factors including users, mass void, 3d form, significant buildings, university affiliated buildings, a Lynch analysis, circulation, unique conditions, an overlay analysis, a detailed analysis, and culture. The following two pages outline the rationale and selection process for each case study.

c a s e s t u d i e s

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CASE STUDY SELECTION RATIONALE

After an extensive search of case studies throughout the country, it was determined that Iowa City's Pedestrian Mall and Berkeley's Telegraph Avenue are representative precedents for college districts. These two distinct districts were selected for several reasons.

First, and most importantly, these sites are college districts. Meaning they are a part of a college town and rely heavily on the general student body as a source of income. Next, both districts are extremely successful at maintaining a strong identity and use throughout the year. Both districts are heavily used by the permanent resident as well as the general student body. Also, these examples represent extreme differences in design and programming. The Pedestrian Mall, for instance, functions both as Iowa City's Downtown as well as the college district. Residents often refer to the Ped Mall. as "Downtown". Further, the Ped. Mall is simply that, a pedestrian area only. While Telegraph Avenue functions both for pedestrian and vehicular traffic. Unlike the Pedestrian Mall, which defines downtown Iowa City, Telegraph is a separate district from downtown in the City of Berkeley. Residents refer to Telegraph Avenue as "Telegraph" and downtown simply as "Downtown".

The distinctions may seem subtle. Yet, these differences in design, functionality, programming, identity, and name for each district help define its culture and the wide range of users that frequent these locations. Lastly, I have resided in both these locations over an extended period of time. I grew up in Iowa City and used the Ped. Mall as a young child and still frequent the area today. My continuing use of the Ped. Mall over a period of 20 years illustrates its role as a place for every age group and its success over time.

The fabric that makes up these districts and towns is difficult to pinpoint from an outsider's view. It is a remarkable feat when a city's population can fluctuate every four years (students graduating – and mostly leaving), yet still preserve the uniqueness that makes up that town. It is difficult to classify how these great college districts and towns retain such vibrant places. Perhaps it relies on its rich history such as Berkeley's hippie and free speech movement during the 1960s, or Iowa City's entrenched culture of literary greats such as Jack Kerouac and Kurt Vonnegut.

Needless to say, these fragments of history took place at a location

CASE STUDIES

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which was designed (even though the Ped. Mall was non-existent during Kerouac's pass through Iowa City or Vonnegut's tenure at the University of Iowa). The culture of the district, its design, use, and character can all be examined to help suffering college districts throughout the country, and perhaps these two case studies best illustrate hope for any dying college district.

STRUCTURE OF CASE STUDIES

In order to inventory and analyze the selected case studies in a consistent manner, each case will involve an depth examination of the same topics. These topics include:

- Users
- Mass Void
- 3D Form
- Significant Buildings
- Lynch Analysis
- Circulation
- Unique Conditions
- Map Analysis Overlay Mapping

These studies will use several photographs, maps, and diagrams to illustrate particular elements within each district.

USERS

Understanding who uses this space is of particular importance. What makes the Pedestrian Mall a highly successful space is that several different user groups frequent the area throughout the year. The area does not cater to one particular group. Instead, it serves the needs of every citizen.

The Young:

The Iowa City Public Library is perhaps the main attraction for the younger users of the Pedestrian Mall. School age children throughout the year frequent the library and its outside jungle gym located directly at the entrance/exit of the library.

The Parents of the Young:

The young are typically accompanied by their parents. While the library may be a main destination for the day, errands can be done within the Pedestrian Mall or in walking proximity that parents can use. Toy stores, restaurants, copy centers, book stores, or specialty stores are plentiful throughout the area.

Teenagers:

The Pedestrian Mall and the greater downtown area offer plenty of opportunities and activities for the teenager. It is often the place to hangout, explore, and discover new freedoms. Several clothing shops, restaurants, and specialty stores are frequented by young adults.

College Students:

Without a doubt, the district mainly serves the college student. Several bars are located within the Pedestrian Mall and many more are only a short walk outside the district. Many bars are “under 21” meaning patrons under the age of 21 can enter the bar, but cannot legally drink at the establishment. In Ames, Iowa, anyone entering any bar must be 21 or over.

The Visitor:

Visitor goes far beyond the realm of casual user of the Pedestrian Mall. Two large-scale hotels are located within the Pedestrian Mall. The visitors of these hotels allow an active mix of users within the area to fluctuate and frequent the shops, restaurants, and bars located at the front door of the hotels.

USERS

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MASS VOID



Figure 2-1

1" = 500'
250
↑ N

MASS VOID

A mass void diagram (figure 2-1) was created to help understand the massing or walls throughout the district.

FINDINGS

Some mass is simply a mass, and holds little value architecturally (figure 2-2). Other areas prove to represent a very positive example of massing and add contrast to voids (figure 2-3).



Photo by Meessmann



Microsoft Virtual Earth

Figure 2-2

The massing along the western edge of the Pedestrian Mall is well defined. However, the Old Capital Shopping center holds little architectural value and simply acts as a wall.



Photo by Meessmann



Microsoft Virtual Earth

Figure 2-3

This location proves to contain a good mix of mass v. void. Buildings adjacent to the open space of the Old Capital building help create a district edge between two different districts.

3D FORM

3d models (figures 2-4 and 2-5) were created to help understand the scale of the site as well as to help discover the arrangement of buildings and their relationship to open space located throughout the Pedestrian Mall.

FINDINGS

Hotel Sheraton acts as a figural building for pedestrians walking south from E. Washington Street.

Both the Sheraton Hotel and Hotel Vetro focus views directly to both the Iowa City Public Library and the water fountain node located at the center of the Ped. Mall.

The Ped. Mall is well defined by a strong pedestrian wall (buildings).

Building heights are varied throughout the site. The majority of the structures are between two and four levels. The Hotel Sheraton is ten levels and Hotel Vetro is 14 levels. While these buildings are significantly taller than other structures throughout the site, they are designed in a way that does not infringe on the pedestrian experience.

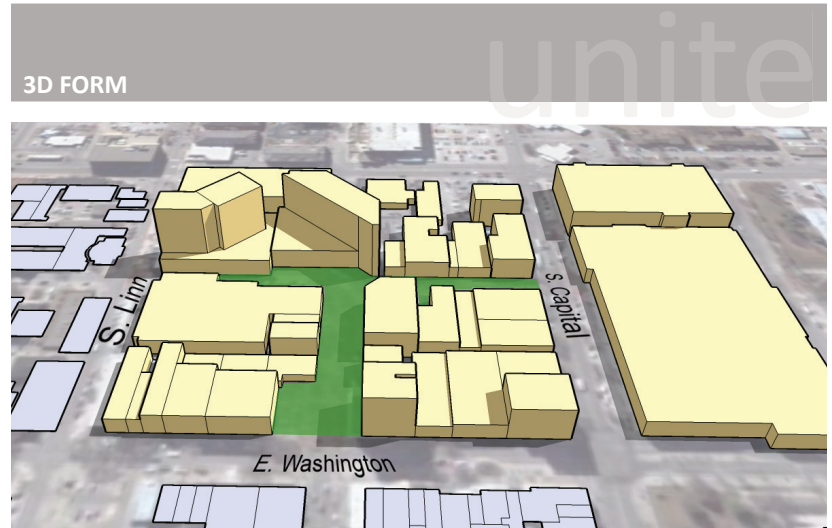


Figure 2-4



Figure 2-5

SIGNIFICANT BUILDINGS

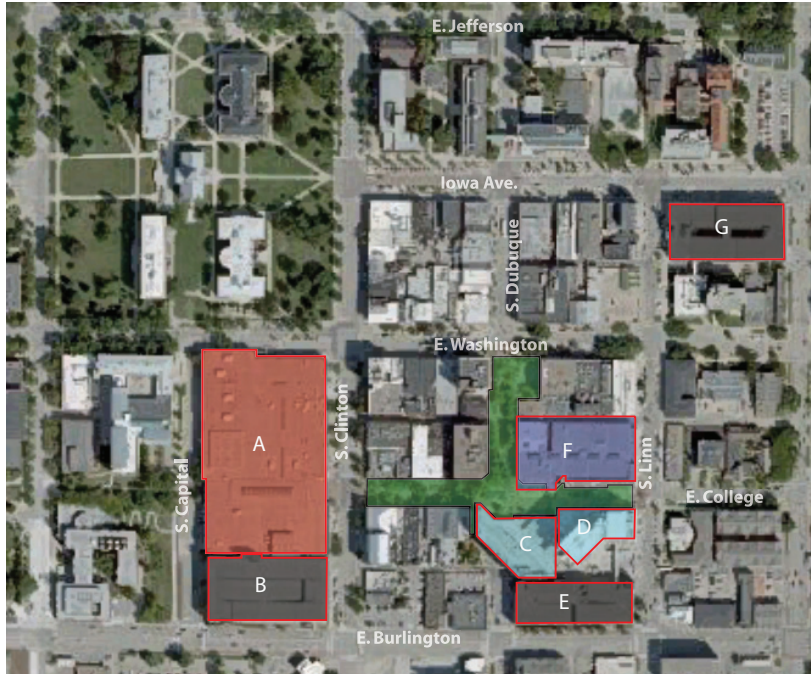


Figure 2-6



- Retail (A - Old Capital Town Center Mall)
- Parking Garage (B, E, G)
- Government (F- Iowa City Public Library)
- Hotel/Mixed Use (C, D)
 - C- Sheraton Hotel
 - Old Capital Cafe
 - Morgan's Bar and Morgan's Food and Spirits
 - D- Hotel Vetro Suites and Conference Center
 - Condos
 - Neumann Monson Architects

SIGNIFICANT BUILDINGS

Significant buildings (figure 2-6) were analyzed to help determine buildings or structures that differ significantly from the general make up of the area. These significant structures are the main driving force behind the Pedestrian Mall or help facilitate another structure (ie. parking garages).

FINDINGS

There's an excellent mix of uses throughout the Pedestrian Mall. The Iowa City Public Library may be the prime driver or use within the Ped. Mall outside of the college student population. Further, parking is limited to parking garages which helps minimize large unsightly surface parking. The two hotels directly next to each other works well in this arrangement.

UNIVERSITY AFFILIATED BUILDINGS

Understanding where and if university buildings are present on the site is important. A presence of university affiliated buildings could possibly influence the site in terms of programming and usage.

A: PlazaOne

Plaza Centre One

125 S. Dubuque Street (in the Pedestrian Mall)

University offices include Accounts Payable, Purchasing, Risk Management, UI Behavioral Health, UI Employee Assistance Program, and University Relations (University of Iowa, Facilities and Services, 2008).

B: Jefferson Building

Jefferson Building

129 E. Washington St.

This is an eight-story building, which was a former hotel. Currently the building houses different University affiliated offices (University of Iowa, Facilities and Services, 2008).

While there is a presence of university buildings within the Ped. Mall, these elements have little impact on the area. Their uses function more as administrative buildings and have little continuous foot traffic that a typical university building has.

UNIVERSITY AFFILIATED BUILDINGS



Figure 2-7

1" = 500'
250
N

LYNCH ANALYSIS

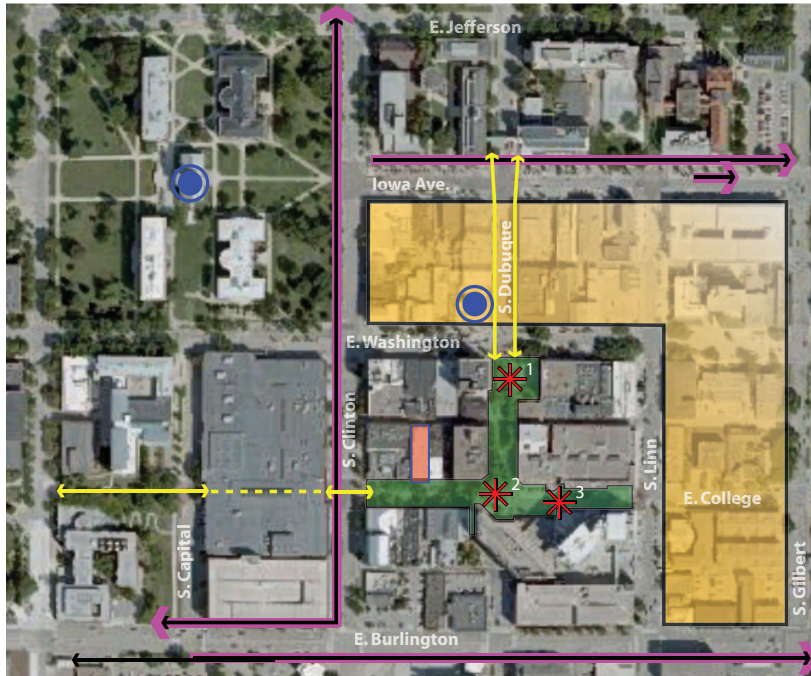


Figure 2-8

LEGEND

Path to Campus



Transition Area



Hall Mall District



Landmark



Edge



1" = 500'



Adapted from Microsoft Virtual Earth
Figure 2-9

Node one located at the northern edge of the
Pedestrian Mall off of East Washington Street.

SECTION TWO: CASE STUDY - PEDESTRIAN MALL

NODES, EDGES PATHS, DISTRICTS, & LANDMARKS

Using ideas borrowed from Lynch (nodes, edges, paths, districts, and landmarks) will help illustrate important elements throughout the Ped. Mall.

FINDINGS

Nodes vary greatly in terms of use, activity, and user. Node 2 (figure 2-11) functions for play as well as small concerts during the summer months. The space is highly used all year round by a host of different users. Node 1 (figure 2-9) has no defined use beyond sitting, yet it still functions as a major gathering and social interaction area. Node 1 is very similar to Berkeley's Union Plaza which is discussed in the next case study of this report.

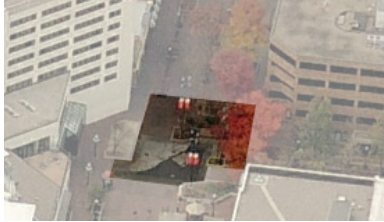


Photo by Meessmann



Photo by Meessmann

LYNCH ANALYSIS (CONT'D)



Adapted from Microsoft Virtual Earth
Figure 2-11
Node two located in the center of the Pedestrian Mall.



Photo by Meessmann

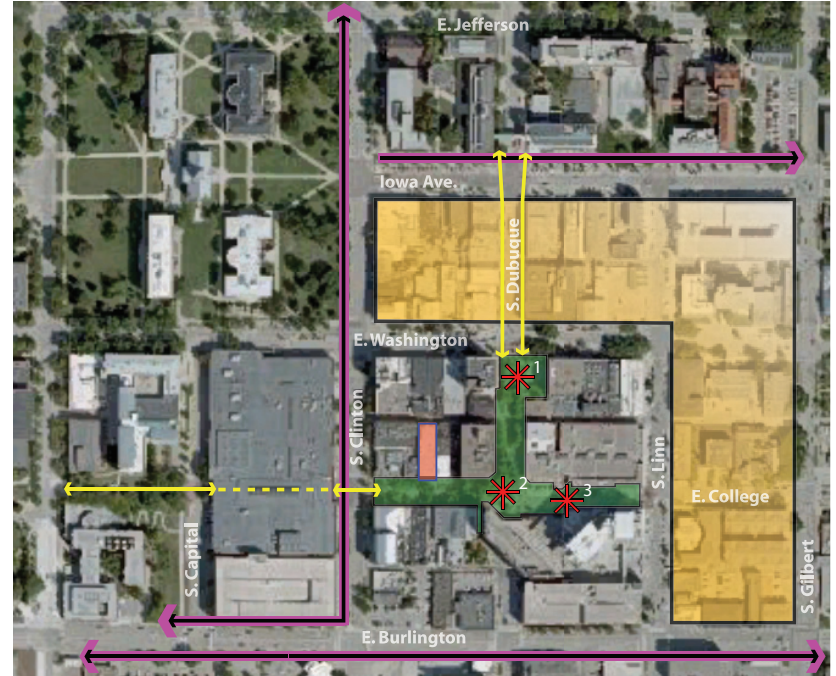


Figure 2-10

1" = 500'
250
N



Adapted from Microsoft Virtual Earth



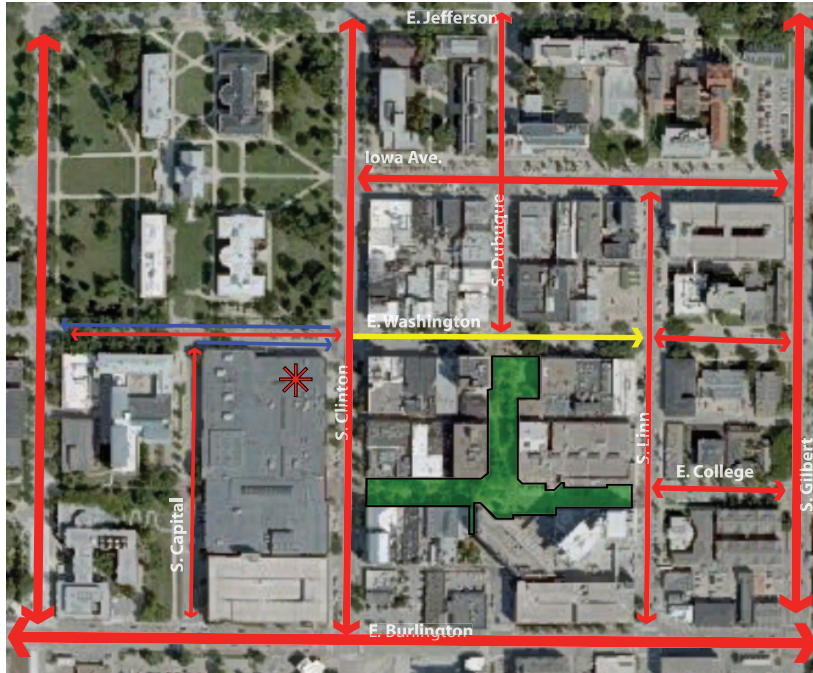
Photo by Meessmann



Photo by Meessmann

Figure 2-12
Node three located south of the Iowa City Public Library.

CIRCULATION



LEGEND

- Two-Way Vehicular Traffic
- One-Way Vehicular Traffic
- Bus Lane Only
- Pedestrian Area Only
- Bus Transfer Station

Figure 2-13

250
1" = 500'

CIRCULATION

Vehicular circulation was studied to help determine how the traffic flows around the Pedestrian Mall and ways in which roads help form boundaries and facilitate movement and access for the area.

FINDINGS

The road structure throughout the area is a simple grid system of streets. One-way streets are present but are not the main paths of travel for vehicles. The bus is given preference over cars at Clinton and E. Washington Street and no right turn for cars is allowed.

UNIQUE CONDITIONS

Mapping unique conditions is important to help understand how certain site features allow the site to function in a proper fashion.

FINDINGS

Through paths are amongst the most interesting feature unique to the Pedestrian Mall. Additionally, service access for businesses located on S. Dubuque is in the middle of the street. Unique conditions such as these help create access points into and out of the pedestrian mall. Without these paths, pedestrian circulation would be limited.

UNIQUE CONDITIONS

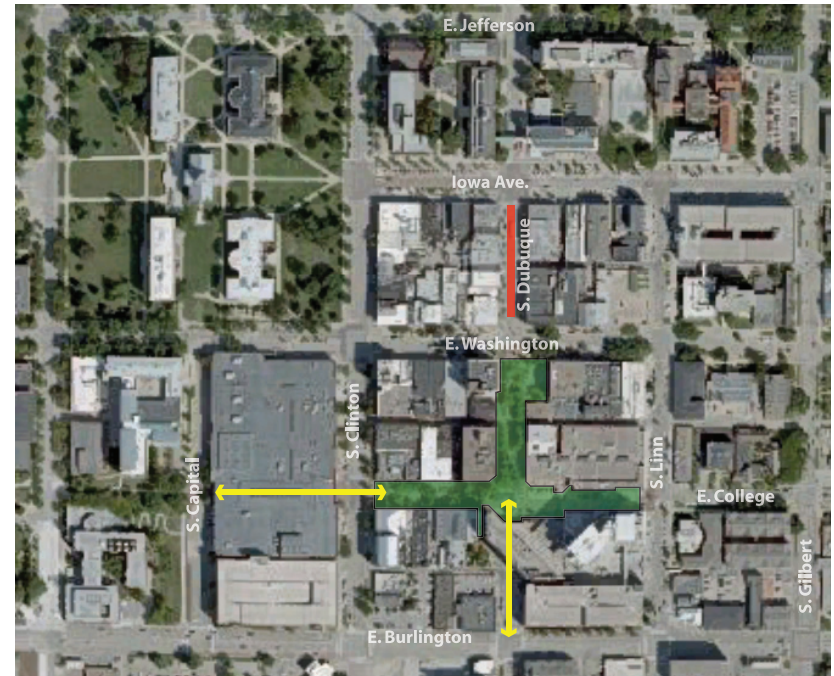
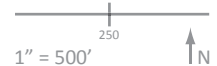


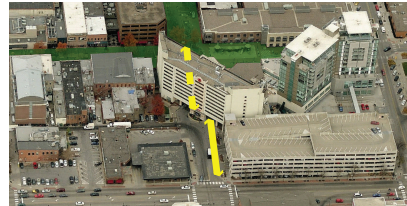
Figure 2-14

LEGEND

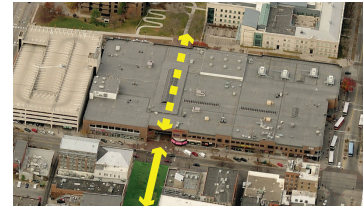
- Service
- Through Pedestrian Path



Adapted from Microsoft Virtual Earth



Adapted from Microsoft Virtual Earth



Adapted from Microsoft Virtual Earth

Figure 2-15

OVERLAY ANALYSIS MAP

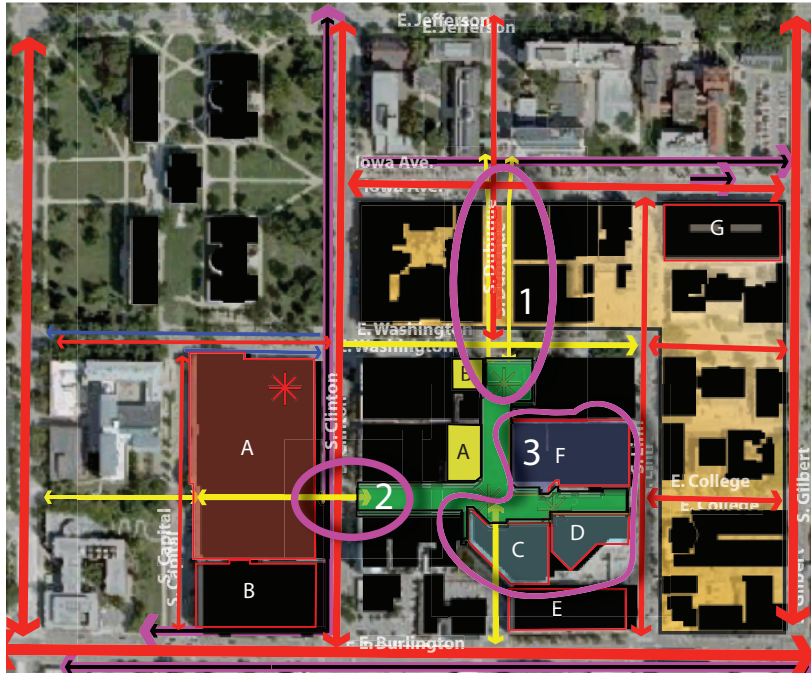


Figure 2-16

1" = 500'
250
↑ N

ANALYSIS

After each inventory map was created for the Pedestrian Mall, the maps were placed on top of one another to illustrate where particular site elements overlapped. In a way, this is similar to Ian McHarg's concept of site analysis and the layering effect of site elements.

FINDINGS

Three key areas were discovered within the district. These areas include:

- 1) S. Dubuque Street Corridor
- 2) West Entrance to Ped. Mall
- 3) Main Nodes

These examples illustrate a consistency within the Ped. Mall. The user's sense of direction and focus is directed to these spaces within the Pedestrian Mall. Yet each area is quite different in terms of use.

Location 1 is mostly geared towards drinking establishments, restaurants, and specialty shops such as Prairie Lights. Location 2 represents a change from an enclosed mall to the open Pedestrian Mall. Location 3 showcases the locations of two defined nodes, large scale structures, and drastic changes of uses and space. Further, this area has a high degree of indoor and outdoor use.

EAST ENTRY AND SPACE ANALYSIS

After discovering the three analysis locations, the east entry and space (location 3) was selected to analyze further. This area is highly visible and very popular among users of the Ped. Mall. The following information illustrates some important aspects of this area.

FINDINGS

Buildings within this portion of the Pedestrian Mall are large. In terms of footprints, the library, Hotel Vetro, and the Sheraton make up the entire eastern portion of the Ped. Mall. Of the 2,103 linear feet that make up the building facade of the mall, 846 feet (approximately 40 percent) belong to these three structures.

While these structures are large, their height (Vetro Sheraton) are masked by setting the actual tower of each structure back. Figure 2-18 illustrates a set back of the actual tower to help limit the scale difference between pedestrian and building. The shaded blue color is consistent with other buildings throughout the mall. Because of its size, the Sheraton Hotel acts as a figural building when approaching from S. Dubuque Street heading south.

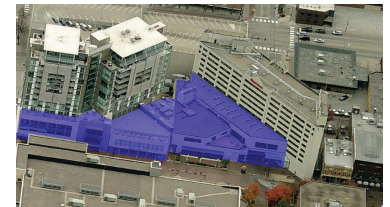
Use within this area is highly diverse. The library acts as a main attractor for users and its outdoor jungle gym and surrounding space extend the use of younger users to the outdoors.

The Hotel Vetro and Sheraton, while similar in that they are hotels, offer great contrasts in styles and use. Hotel Vetro contains condominiums and a food market was once located at its ground level. The Sheraton is less modern in design and offers no permanent living arrangements. Both contain conference centers, gyms, and bars.

The outdoor space of this area is designed for play, passing through, and interaction. Seats are plentiful and allow parents to view their children playing in the fountain and jungle gym. Planters and steps are often used as seats.



Figure 2-17



Adapted from Microsoft Virtual Earth



Photo by Meessmann

Figure 2-18
These images help illustrate the setbacks of heights for the Hotel Vetro and Sheraton.

CULTURE

The Pedestrian Mall carries with it a very open and accepting mind-set. It is as much a family destination as it is a drinking destination for college students. It is evident that the family oriented elements such as the public library, jungle gym, and water fountain are seen as amenities to every user group and each amenity is accepted and respected. Further, every user is accepted. The Pedestrian Mall is home to several homeless groups that frequent the area. Their presence is accepted as what makes up the culture of the mall and greater downtown area.

The culture in Iowa City is very much the same as Berkeley. Several uses within the Pedestrian Mall cater to a liberal attitude towards life (several bars and head shops). Further, Iowa City relies on its rich history of literature by providing several book stores/coffee shops that cater to the large writing and artist population.

CONCLUSIONS

Difference in Uses:

The Ped. Mall is highly varied among uses. Known for its association with the university and drinking establishments, it functions extremely well for younger persons as well. The location of the Iowa City Public Library proves extremely beneficial for the year-round use of the Ped. Mall. While school is out (both university and k-12) the library acts as a “summer school” for k-12.

Seating:

More than enough seating arrangements have been created within the district. While benches have been located throughout the area, planters and retaining walls are probably the most used form of seating. There may actually be too many benches and structured seats within the district, which may lead to a sense of emptiness at low volume times.

It is Pedestrian Only:

Users of the space are detached from cars and vehicles. This creates a sense of safety, especially for the young and their parents, and enclosure for users.

Design:

The Pedestrian Mall, unlike the Telegraph Avenue District, is highly designed. Meaning many elements within the district have been placed, oriented, built, or implemented to guide the user. Paving patterns, planters, retaining walls, steps, and buildings are only a few examples of elements that are used within the area to help guide walkers to particular interest points.

Service:

Alleys are heavily used throughout the Pedestrian Mall area for service points to businesses.

Scale:

Buildings are tall within the district. Yet, well thought out setbacks have allowed taller buildings to be constructed without intruding on the pedestrian scale.

University Affiliated Buildings:

The two buildings have little impact on use.

unite



unite

section three:

c a s e s t u d y

berkeley - telegraph avenue district



INTRODUCTION TO SECTION THREE

Section three examines Berkeley, California's Telegraph Avenue District. The case study looks at users, mass void, 3d form, significant buildings and parks, university affiliated buildings, a Lynch analysis, circulation, an overlay analysis, a detailed analysis, street details, and culture. The final pages of this section conclude with findings from both case studies.

c a s e s t u d i e s

unite: ames, isu, student, citizen, & place

USERS

Several different users frequent the Telegraph Avenue District. Understanding who uses this space and for what reasons will help determine appropriate links between user, use, space, and program.

College Students:

Much the same as Iowa City's Pedestrian Mall, the college student is the primary user of Telegraph Avenue and the surrounding area. One main difference is that Telegraph Avenue functions as a corridor between student residences and campus.

Teenagers:

Berkeley High, Berkeley's only high school, is five blocks west located off Bancroft. Young adults often use the district for shopping, restaurants, and specialty stores.

Visitor/Tourist:

Berkeley is rich with history and culture and Telegraph Avenue is the epicenter of sightseeing in Berkeley. Many shops cater to the visitor and offer novelty items, post cards, and other tourist souvenirs.

Homeless:

Homelessness plays a large part in the Bay Area. Berkeley is very accepting of the homeless population that resides within the Telegraph area. From an outsiders view, the homeless may appear as an inconvenience, but their presence is a large part of the Berkeley culture.

Findings:

Users are not quite as varied within the Telegraph district compared to the Pedestrian Mall. This is probably due to the lack of a main attraction such as a public library. Most users are shoppers (generally college students and teenagers) and plenty of stores allow the continuing use of the district as a shopping center.

The homeless may create a false sense of danger and blight to the area for families with younger children. However, this is a "problem" that has been understood in Berkeley and will not soon disappear. In a general sense, the district functions primarily for young adults and older users. Because the district is entrenched with liberalism and the "free spirit", some shops and sights within the district do not cater to younger users.

USERS

unite

MASS VOID

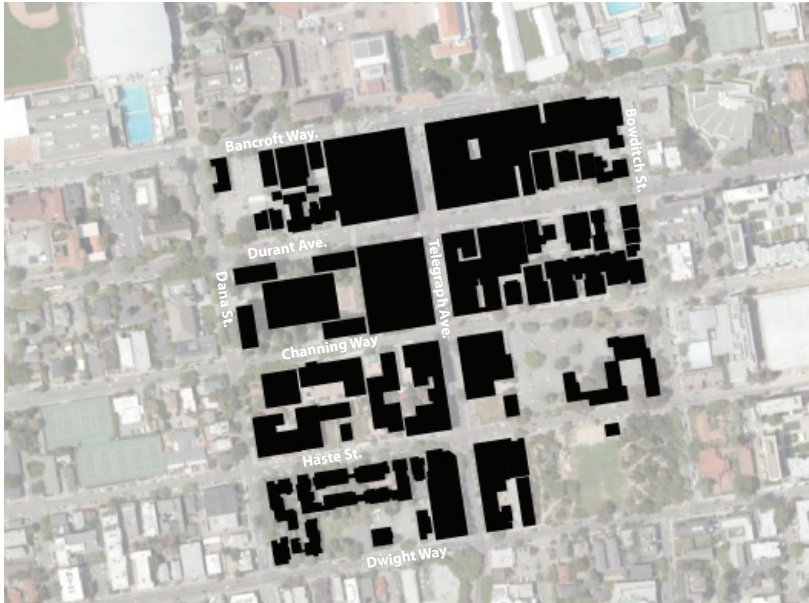


Figure 3-1

1" = 500'

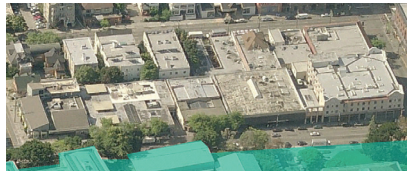
250

N



Photo by Meessmann

Figure 3-2
Massing along the northern edge of the district along Bancroft is well defined.



Adapted from Microsoft Virtual Earth

MASS VOID

A mass void diagram was created to help understand the massing or walls throughout the district.

FINDINGS

The massing of buildings and structures throughout the district is strong. In particular, massing along Bancroft, which borders the campus, is one continuous wall (figure 3-2).

Massing breaks down and becomes incomplete further down Telegraph past Channing Way (Figure 3-3). People's Park, however, makes up for this lack of defined space with a highly utilized area for gathering, sports, and relaxing.



Microsoft Virtual Earth

Figure3-3
Massing within this portion of the district begins to become less defined and incomplete.



Photo by Meessmann

3D FORM

3d models were created to help understand the scale of the site as well as to help discover the arrangement of buildings and their relationship to open space located throughout the Telegraph Avenue District.

FINDINGS

Few buildings, if any, truly act as figural buildings. The district is well known for its smaller specialty shops. Because of these smaller shops, few buildings consume large parcels of land. The facades along Telegraph Avenue create a varied mix of design, aesthetics, and use.

The Union Plaza (Sproul Plaza) at the north terminus of Telegraph acts as a focal point for users of the site walking and driving north (figure 3-5). This creates an excellent connection/transition from the Telegraph district to the campus. The space is well defined and properly designed in such a way to demarcate a clear end to one district and the beginning of another district, the UC campus.

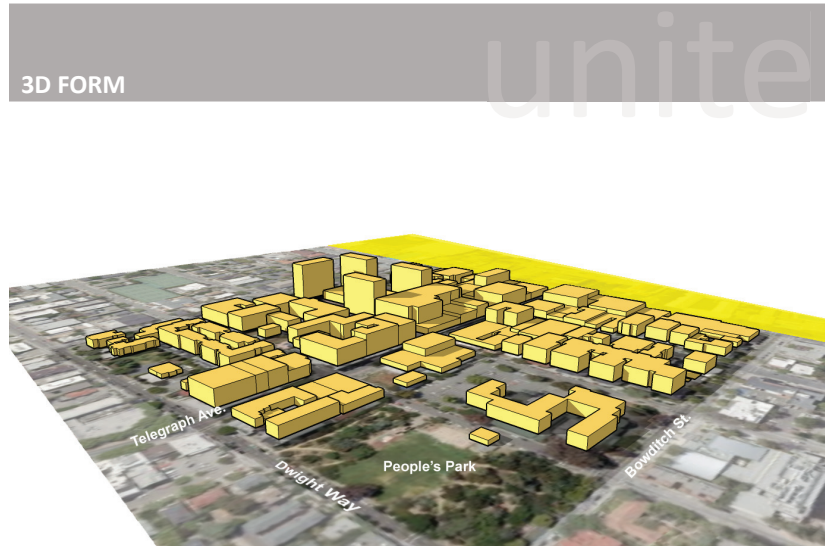


Figure 3-4

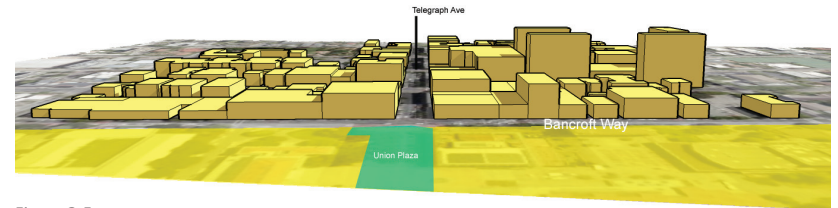


Figure 3-5

LEGEND

■ Cal. Campus

SIGNIFICANT BUILDINGS AND PARKS



LEGEND

Dorms (A) Unit 3 Residence Hall
 Norton
 Spens-Black
 Ida Sproul
 Priestly
 B. Cleary Hall

Parking Garage (C)

People's Park (D)

Student Union (E)

Beau Sky Hotel (F)

Figure 3-6

250

1" = 500'

N

SIGNIFICANT BUILDINGS AND PARKS

Significant buildings and parks were analyzed to help determine buildings or places that differ significantly from the general make up of the district.

FINDINGS

Unlike the Ped. Mall, the Telegraph Avenue district lacks few significant buildings outside the university affiliated dorms.

Beau Sky Hotel is a small scale hotel located within the district. Several other hotels are present immediately outside the study area including The Durant Hotel and The Berkeley City Club Hotel. These are perhaps the most significant buildings within and near the district. As mentioned previously, the district is made up of several smaller scale stores, shops, and restaurants.

People's Park is a major attraction and landmark within Berkeley. This park serves the greater area of the UC campus and the Telegraph District for a place to relax, interact, and recreational activities. However, the park may not be appropriate for younger users. The eastern edge of the park functions as a homeless camp and the remaining portions of the park are often plagued with drug activity. Yet this sort of use is accepted within Berkeley and the park serves extremely well as a large open space in a very dense urban setting.

UNIVERSITY AFFILIATED BUILDINGS

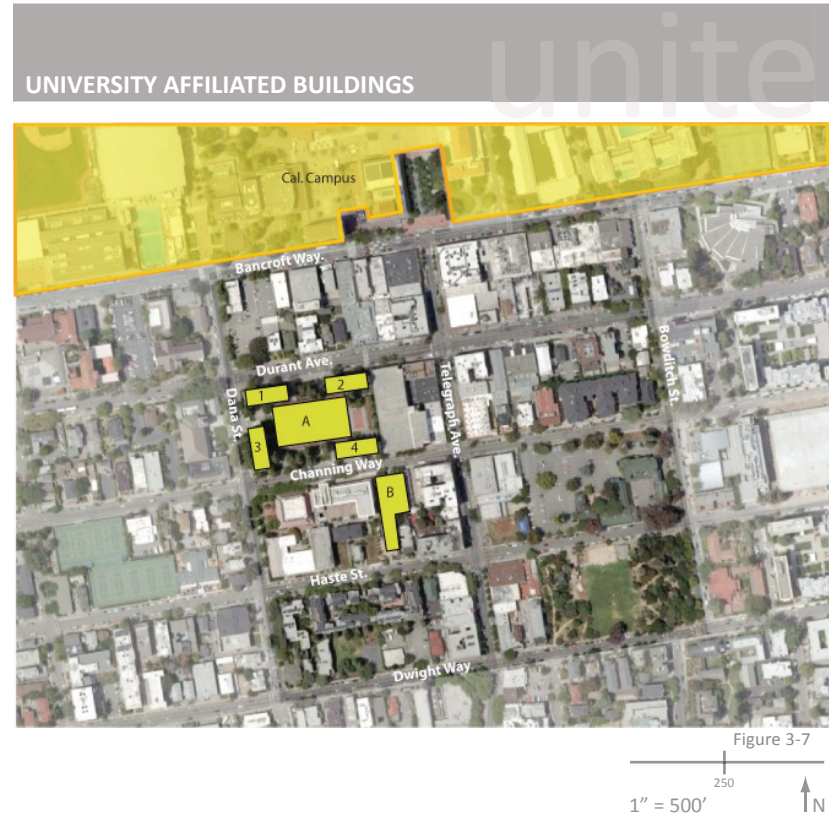
Understanding where and if university buildings are present on the site is important. A presence of university affiliated buildings could possibly influence the site in terms of programming and usage.

A. Unit 3 Residence Hall

1. Norton
 2. Spens-Black
 3. Ida Sproul
 4. Priestly
- B. Cleary Hall

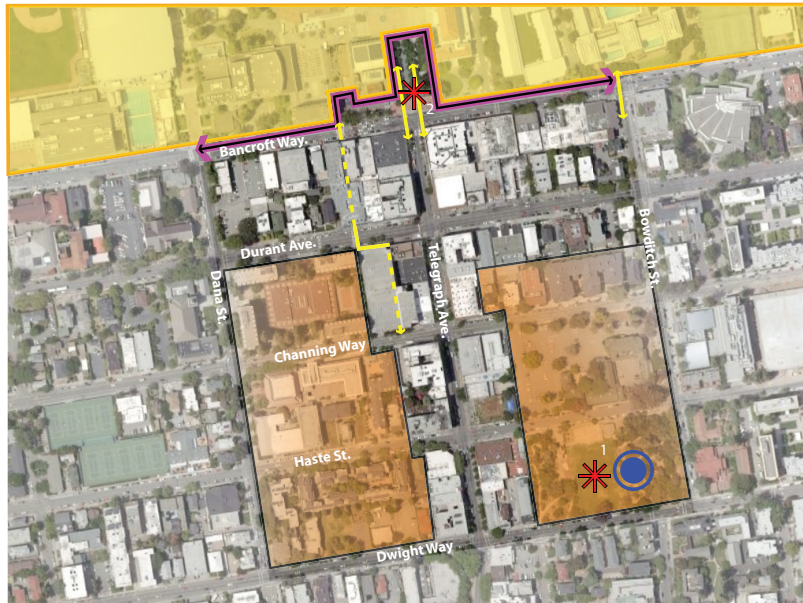
FINDINGS

The Telegraph Avenue District is unique in the fact that five large resident halls are located only one-half block from Telegraph Avenue. This facilitates a large population of users to reside within district throughout the school year. Further, dorms often contain students under the legal drinking age, which helps support business activity besides bars.



NODES, EDGES, DISTRICTS, LANDMARKS, & PATHS

LYNCH ANALYSIS



- LEGEND
- Landmark
 - * Node
 - Transition Space
 - Edges
 - Main Pedestrian Paths

Figure 3-8

1" = 500'

250

N

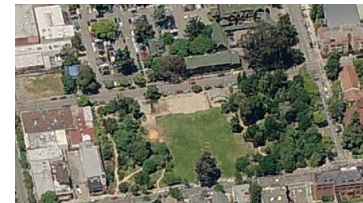
Using vocabulary borrowed from Lynch (nodes, edges, paths, landmarks, and districts) helps illustrate important elements throughout the Telegraph Avenue District.

FINDINGS

Areas for sitting on Telegraph Avenue are limited to non-existent. Both nodes/landmarks within the district have large amounts of space for sitting and relaxing. Sproul Plaza is a high visibility landmark and node within the district (3-9).

Paths within the district follow the well-defined mass of buildings located all along the streets throughout the district. In some cases, demarcated by a dashed yellow line, paths flow through buildings. This helps support a high amount of pedestrian traffic and evenly disperses high volumes throughout the area.

Another important element of the Telegraph district is People's Park. It functions both as a node and a landmark (figure 3-10). The park is synonymous for celebrations, movements, and counter culture hangouts.



Microsoft Virtual Earth



Photo by Meessmann



Adapted from Microsoft Virtual Earth

Figure 3-9

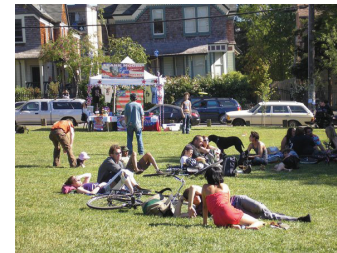


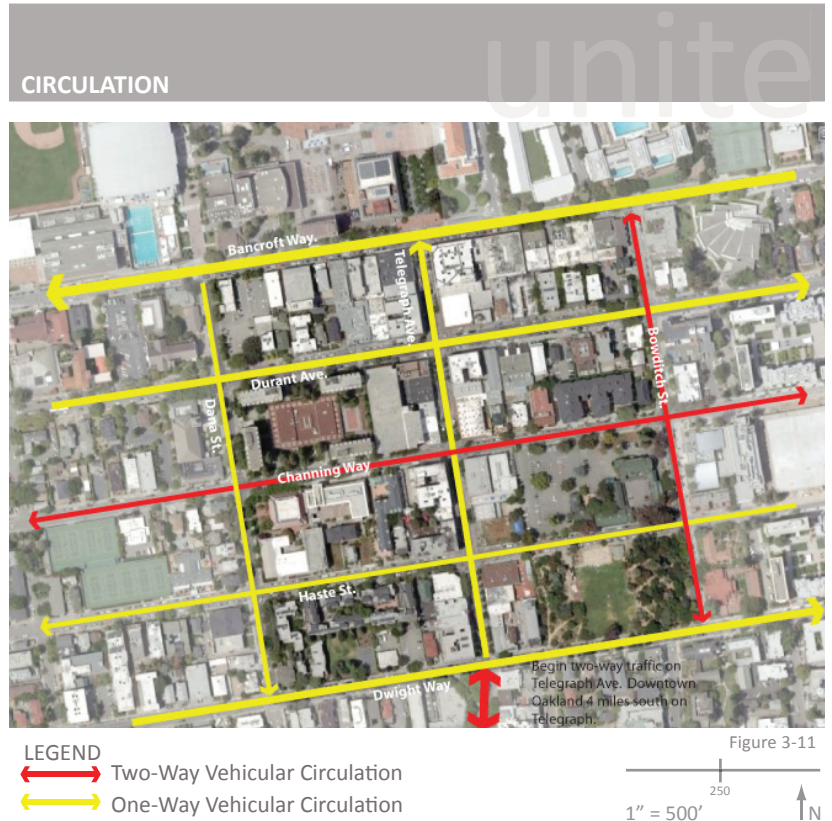
Photo by Meessmann
Figure 3-10

CIRCULATION

Vehicular circulation routes were studied in order to understand how traffic flows in and around the district.

FINDINGS

Telegraph Avenue District presents a high amount of one-way streets. While this may limit traffic flow in particular directions, the environment for walking and bicycle riding is greatly enhanced by one-way streets.



OVERLAY ANALYSIS MAP

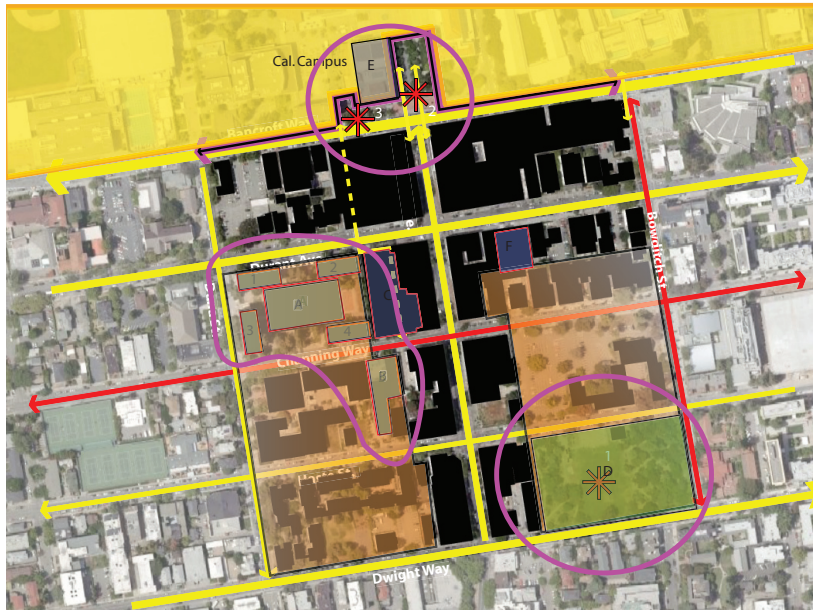


Figure 3-12

1" = 500'

250

N

ANALYSIS

After each inventory map was created for The Telegraph Avenue District, the maps were placed on top of each other to illustrate where particular site elements overlapped.

FINDINGS

Three key areas were discovered within the district. These areas include:

- Sproul Plaza (northern most circle)
- People's Park (southern most circle)
- Student Dorms (western most circle)

These three examples illustrate a great diversity of uses within The Telegraph Avenue District. Sproul Plaza is a highly designed space used for sitting, union activities, eating, socializing, and a through path. People's Park is a relatively basic design and functions mostly for relaxing and recreational activities. The student dorm area functions entirely for student residents and holds little, if any, use for non students.

Additionally, these areas are some of the districts highest use areas and key attractors. They don't necessarily detract use from Telegraph Avenue, but instead facilitate its existence and growth. Basically, Telegraph works as a pedestrian and vehicular link between them.

SPROUL PLAZA AND TELEGRAPH ENTRANCE

The Sproul Plaza space was selected from the site analysis overlay map to further investigate. This area proves to be the most heavily used area within the district and understanding its characteristics is important to consider.

FINDINGS

Levels throughout the Sproul Plaza area help define its particular uses and add depth, interest, and opportunities for seating throughout the area (figure 3-14).

The sheer size of the Martin Luther King Jr. Student Union is somewhat daunting and the modern architectural style clashes with nearby buildings within The Telegraph Avenue District. However, the grade change around the site was successfully used to create the several different levels around the structure.

A dominant rhythm is designed into the Sproul Plaza space. Pavers are used as crosswalks to connect sidewalks south of the plaza. These sidewalks line up directly with California Sycamore trees planted within the plaza space. The result creates defined edges and guides to follow when traversing from campus down Telegraph Avenue (figure 3-15).

Because of the elevation change surrounding the Student Union, seating opportunities are plentiful throughout the plaza. Simple elements such as stairs and retaining walls, used to compensate for grade change, have allowed an “unstructured” sense of seating arrangements. This area proves to be a very successfully designed plaza in terms of social interaction, people watching, an array of program uses, as a through path, and as a destination point.

Sather Gate, the original south entrance to campus, is located further north (not on map) and acts as a figural and sculptural element that can be seen within the plaza. Having a dominant feature such as Sather Gate, particularly as the original entrance, greatly illustrates the termination of campus and college district. It is an important figural element that should be included at any university's edge.

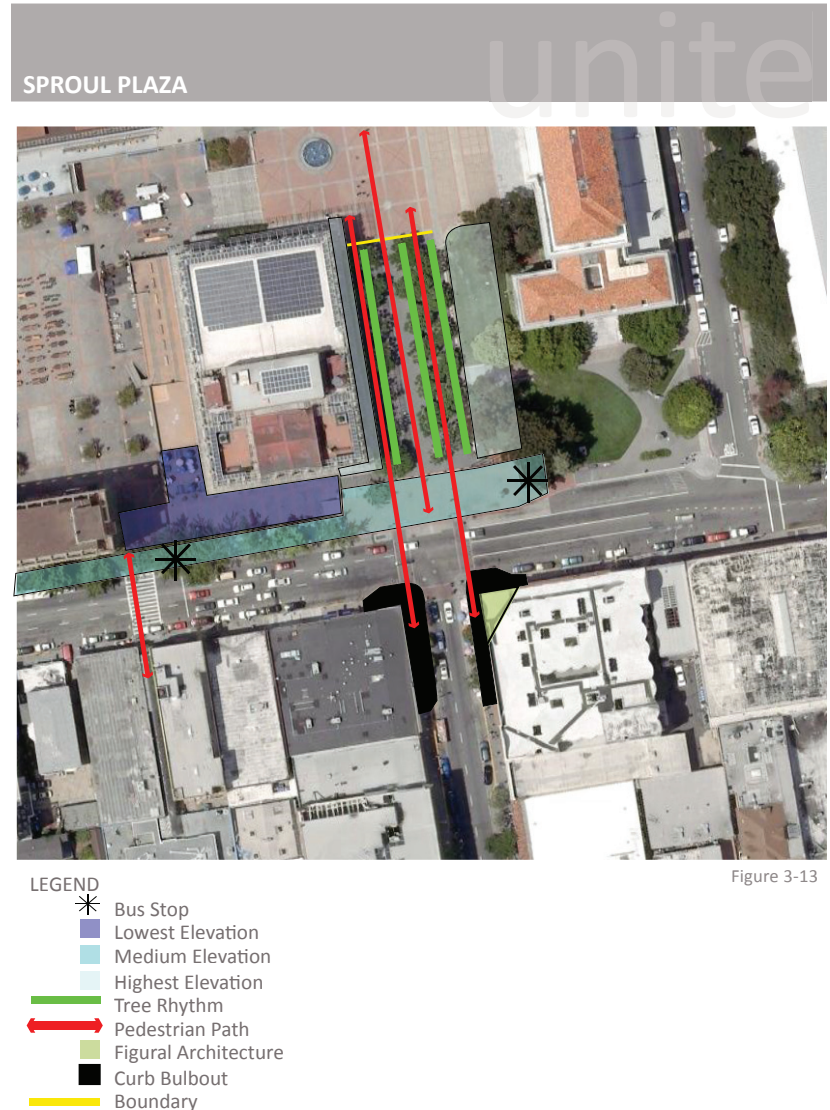


Figure 3-13

SPROUL PLAZA



Photos by Meessmann

Figure 3-14

These images help illustrate the changes of elevation throughout the Sproul Plaza area.



Photos by Meessmann

Figure 3-15

These images showcase the simple design elements added to the Sproul Plaza that helps link it to the greater Telegraph Avenue district.

STREET DETAILS

Other important information should be analyzed to help determine characteristics that help shape the physical makeup of the district.

FINDINGS

Bulbouts create opportunities for street vendors, social interaction amongst pedestrians, safe and clear intersections for pedestrians, and protected parallel parking spots, which are also used for vehicular service points (figure 3-17). Further, these bulbouts help decrease vehicular traffic speed, which creates a safer pedestrian experience.



Figure 3-17



Photos by Meessmann

CURB BULBOUTS



Figure 3-16

CULTURE

FINDINGS

Berkeley is well known for its activism, liberal viewpoints, environmentalism, and climate. The Telegraph Avenue District showcases some of these characteristics within its design. And often time Telegraph Avenue beginning at Sproul Plaza, functions as a gathering point for protests, walks, and social movements.

Many elements represent what is typically thought of as Berkeley throughout the district. Ranging from specialty shops such as head shops, second hand clothing stores, and book stores to murals and artwork that can be seen within the district. All of these elements may appear to clash, but they help define a bohemian type of atmosphere that Berkeley is well known for.

Because of the mild summer months, storefronts are typically open and designed in such as way to allow a free flow of movement in and out of the stores. Further, the mild summers allow street vendors to set up shop along Telegraph Avenue. All of these elements work cohesively to reinforce the perception that Berkeley has carried with it since the early 1960s.

CONCLUSIONS

University Affiliated Buildings:

The incorporation of dorms within the Telegraph Avenue District helps increase density and the amount of users within the area. This also provides an opportunity for the university to become a part of the district and help influence its role as a caretaker and shaper of the overall community.

Drastic Difference in Uses:

People's Park, the student dorms, and Sproul Plaza are all very different uses within a small area. They each provide a unique program to allow changes within the academic year and cater to different users.

Seating:

While Telegraph Avenue lacks seating options, the district does provide plenty of seating options within its specific uses (People's Park and Sproul Plaza). However, these areas are often times crowded and finding seating may be difficult.

Street Vendors:

The high amount of outdoor shopping within the district proves plentiful. This helps increase the character of the district as a main street that offers specialized retail that can not be found within a typical store.

Open Space:

People's Park offers green space within a dense urban framework. While the campus does provide options for green and open space, People's Park is less formal and offers a free or "unmonitored" sense of relaxation and acceptance.

Service:

Service for businesses can be almost anywhere. The majority of service points along Telegraph Avenue are located within the protected parallel parking spots.

Scale:

With the exception of the student dorms, the majority of the structures throughout the district maintain a smaller scale that what would be expected.



Connections:

Perhaps the most important conclusion from the Telegraph Avenue District is that of connections. In particular, the terminus of Telegraph Avenue at Sproul Plaza is extremely important. Telegraph Avenue is a 4.5 mile road connecting UC at Berkeley to Downtown Oakland. While the terminus, Sproul Plaza, is simple, it allows for a multitude of uses and activities to come together at one space.

FINAL CONCLUSIONS

University Involvement:

The student dorms within the Telegraph Avenue District help support its retail and dining base and increases the overall population of the area for the majority of the year.

Uses:

Both districts prove to be very successful at integrating several drastic uses within a small area. From People's Park in Berkeley, to the Iowa City Public Library in the Pedestrian Mall, these uses may appear to clash with the overall dominant theme of drinking establishments, but they provide a needed backbone for the area to function throughout the year.

Design:

A highly designed space provides a clear definition of uses and activities. The Pedestrian Mall's public library and two large scale hotels greatly influence design in a positive way.

The simple design of the Telegraph Avenue curb bulbouts allows for street vendors and interaction to take place along each block.

Both districts prove to represent extremes of design. From very little designed space (Berkeley) to a planned and highly designed space (Iowa City). This draws to the conclusion that successful college districts can be at both ends of the design spectrum.

Hotels:

Hotels seem to be a dominant theme for both college districts. It is understood that many visitors to these districts are in some way affiliated with the university. Whether it is a sporting event or a visiting speaker, hotels provided within the district facilitate easy access to the university as well as the district itself.

Seating:

Telegraph Avenue District contains limited areas for seating. While this may appear to be a negative aspect, the two primary nodes/landmarks of the district are extremely popular and heavily used for seating and other activities.

section four:

s i t e i n v e n t o r y + a n a l y s i s



INTRODUCTION TO SECTION FOUR

This portion of the report examines important site elements throughout the Campustown area. Following the same format of the case studies, site conditions are analyzed. Each portion inventoried is analyzed based upon basic program elements.

site inventory + analysis

unite: ames, isu, student, citizen, & place

DEMOGRAPHICS

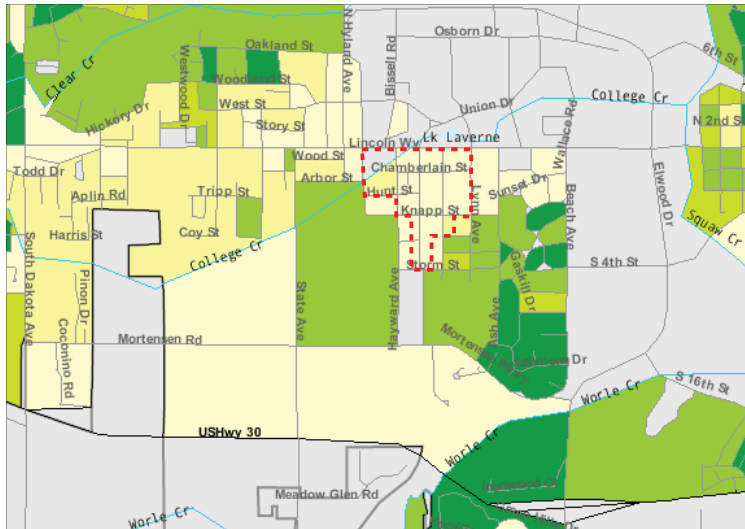


Figure 4-1

Data Classes

Percent
0.0 - 16.7
17.6 - 42.9
44.4 - 67.7
68.2 - 88.2
88.5 - 100.0

Owner Occupied Homes:

Few homes within the Campustown district are actually owner occupied homes. The majority of owner occupied homes are just south east of the district. With the exception of a small portion of homes located on the western portion of Hunt, nearly all homes are rentals.

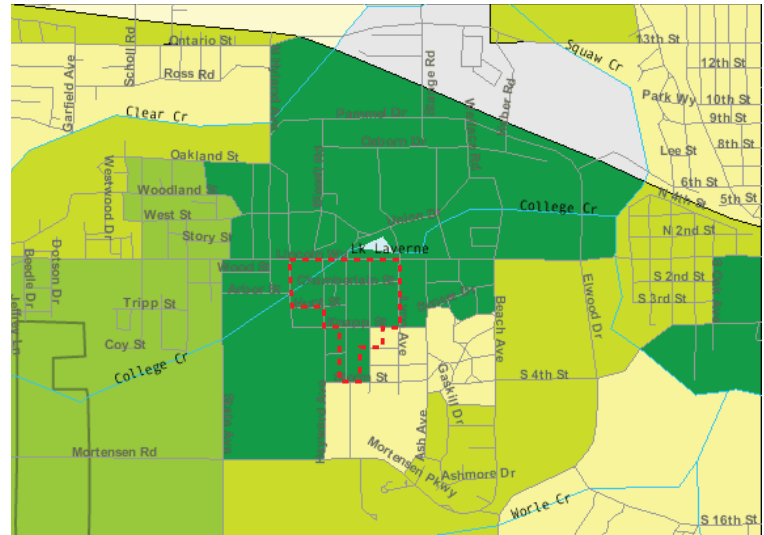


Figure 4-2

Data Classes

Percent
0.8 - 13.4
19.4 - 36.2
46.4 - 58.8
64.7 - 78.5
88.1 - 100.0

Percentage of Occupied Housing Units that are Renter-Occupied:

Anywhere from 88.1 to 100 percent of homes within the Campustown district are occupied by renters. This map correlates with the first map. The map clearly indicates the high percentage of renters within the Campustown district and the surrounding area.

DEMOGRAPHICS

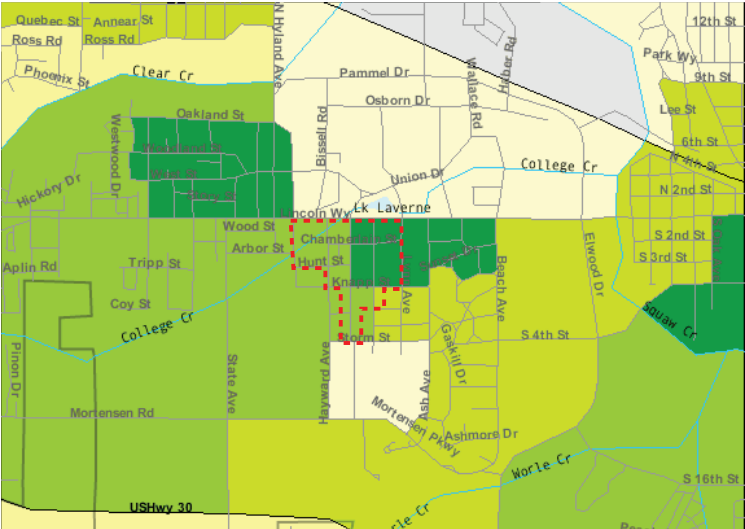
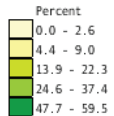


Figure 4-3

Data Classes



Percentage of Individuals Below the Poverty Line:
The map clearly illustrates where a large body of persons under the poverty line reside, most of which are students. Anywhere from 24.6 to 60 percent of people residing within the Campustown district are considered below the poverty line.

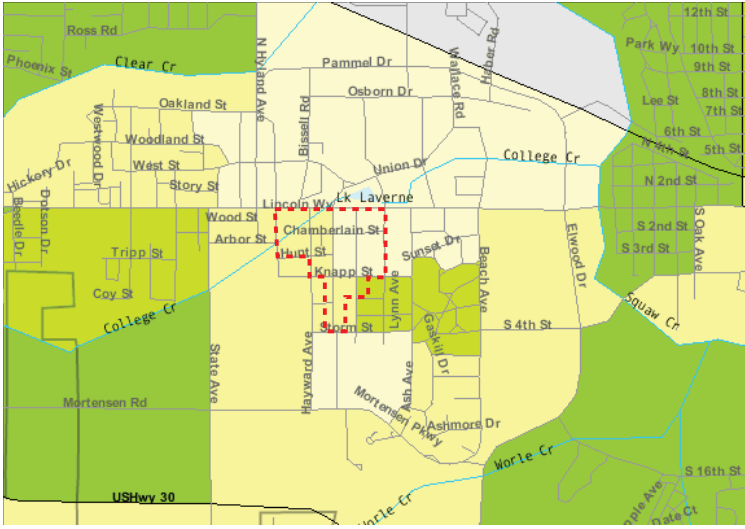
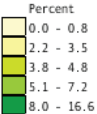


Figure 4-4

Data Classes

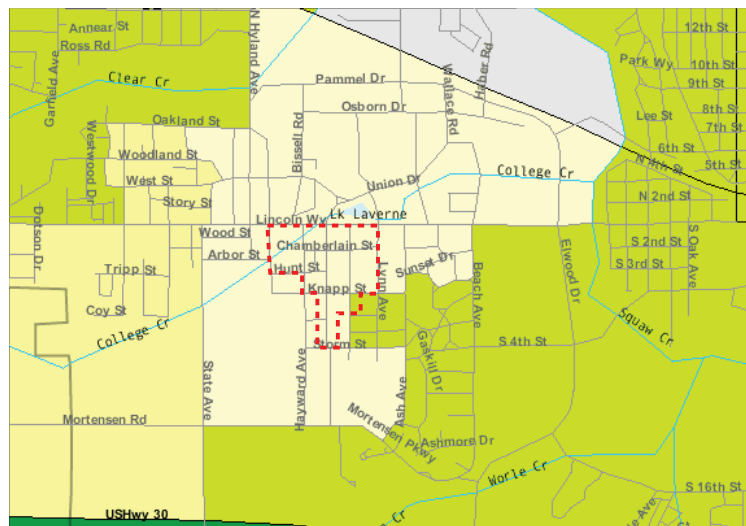


Percentage of Persons Under 5 Years of Age:
Campustown is nearly void of any families having children under the age of five. This clearly illustrates the lack of diversity of age groups and families (with children) within and around the district.

DEMOGRAPHICS

Conclusions:

The five demographic maps help illustrate the overwhelmingly high percentages of one sided characteristics in Campustown. The maps showcase a one sided district which includes almost no integration of different ages, income, or ownership. These maps illustrate the point that a massive change is needed for Campustown in order for it to reverse the enclave of strictly a student district.



Data Classes

Percent
0.0 - 1.9
2.9 - 5.9
7.0 - 11.4
14.3 - 17.7
20.8 - 23.8

Figure 4-5

Percentage of Persons 65 and Older:

This map illustrates the lack of older citizens that reside within and around the Campustown district. This diagram helps illustrate the lack of mixed ages within the district.

LAND USE

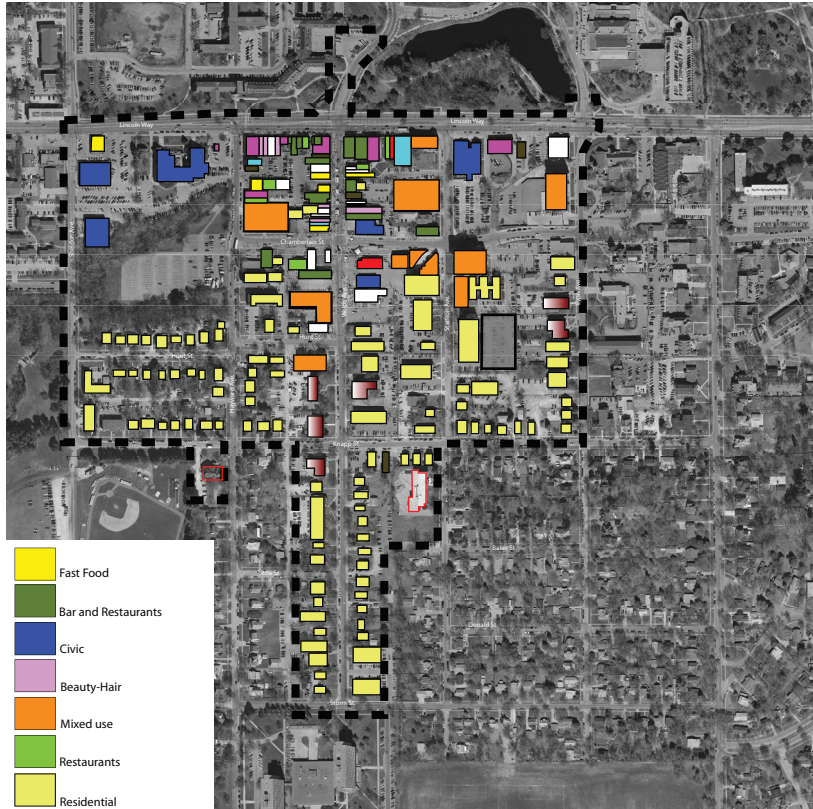


Figure 4-6

EXISTING LAND USE

The Campustown district contains a large number of uses. The mix of land uses throughout the district is somewhat chaotic and haphazard, however. For instance, a fire station is located within the heart of Campustown on Welch and Chamberlain. While it is important to present a sense of safety within the district, the constant noise of large trucks and sirens creates the exact opposite intention of safety and comfort. The fire station's corner lot on Welch and Chamberlain could be better utilized by a mixed unit of residential and retail space.

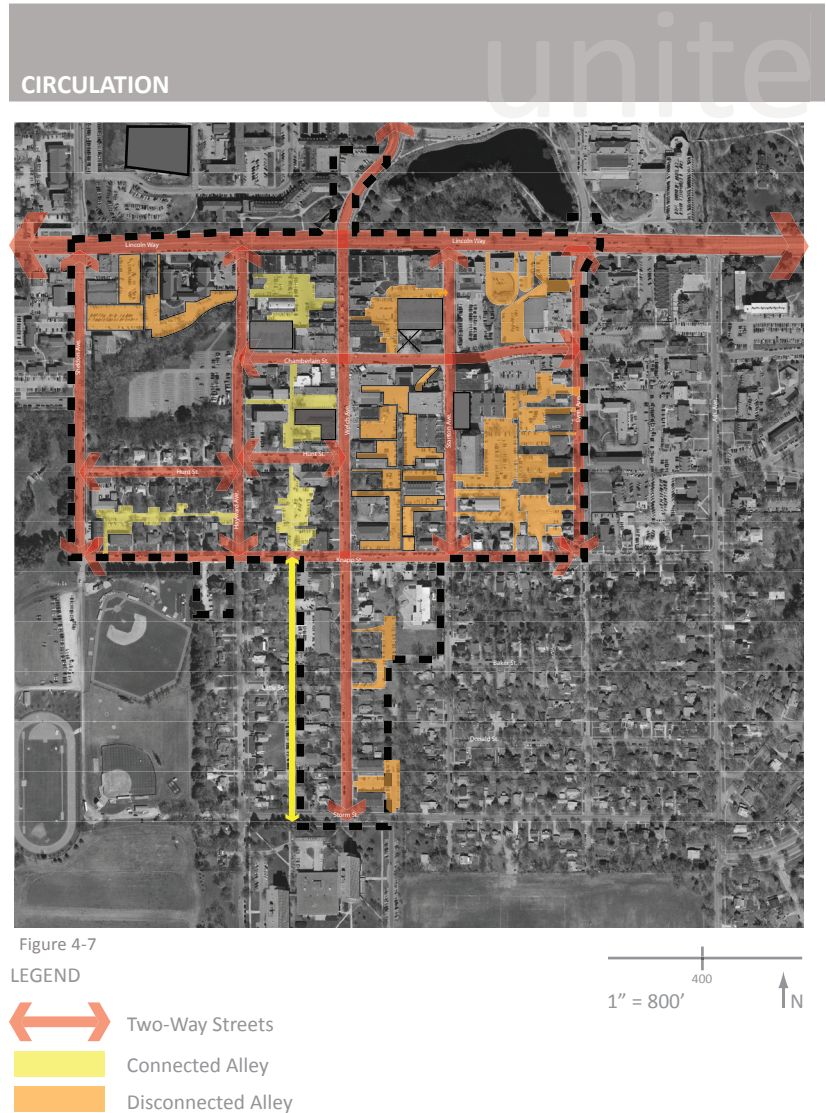
Unlike the Pedestrian Mall and its surrounding neighborhoods, no clear transition of use or intensity of uses is present within Campustown. Single family units, almost entirely rentals, are often adjacent to large apartment buildings. The relation between small residential units and large-scale highrises has limited the district in defining a unique aesthetic or theme. Furthermore, it has limited the creation of a strong edge of buildings to front the street, which has resulted in several small-scale disconnected parking lots and alley space, particularly on the eastern portion of the site (see figure 4-7 on the next page).

With the exception of fraternities and sororities, the Campustown district is completely void of any university affiliated building. Efforts enacted by the University of Notre Dame and the University of Kentucky have begun to focus on increasing their presence within their associated college district. For instance, Notre Dame purchased a number of vacant lots around its college district. The revitalization of these lots includes residential, retail, dining, and commercial developments, as well as vehicular and pedestrian connections linking campus to the area (Ayers Saint Gross, 2007, pg 34). In order to reverse the negative perception of Campustown, Iowa State could establish a strong base of uses within district to provide more control and monitoring of the area. Locating dormitories or a recreation center within the district could prove to be a major catalyst of change for the district.

CIRCULATION MAP

All streets within the Campustown district are two-way. The most important feature of this map is the high amount of disconnected or limited circulation alley space on the eastern portion of the site. These areas function as parking and service access for garbage and basic city utilities. The disconnection between each alley space creates a very inefficient system for service, access, and circulation.

Creating a stronger connection of alleyways on the eastern portion of the site would greatly increase the efficiency of service vehicles, customer parking for businesses, and residential parking. Additionally, a large portion of parking exists just east of Cyclone Plaza, which could be utilized for infill development.



MASS VOID

MASS VOID

Massing in Campustown is incomplete and limited. With the exception of the south side of Lincoln Way and portions of the residential area on the southern edge of the site, Campustown's mass is inconsistent and limited. More structures could be located throughout Campustown to help increase density and provide a more solid massing wall along streets. This would help define a positive street building relationship and increase a more pleasant walking experience.



LYNCH ANALYSIS MAP

Perhaps the most interesting point taken from a simple Lynch analysis of the entire site is the presence of several landmarks, most of which are located on the ISU campus. Nonetheless, these elements help define a clear boundary/edge between campus and Campustown. What also should be noted is the lack of nodes. Currently the Kum and Go gas station functions as the only node within the defined study area. Furthermore, paths throughout the district are poorly defined. Users often cut across back alleys and parking lots to get from point A to point B.

Also noted on this map are four districts. While not all of these districts are clearly defined and contain definite borders, the districts exemplify what Lynch describes as, "...as having some common, identifying character" (Lynch, 1960, pg 47). The districts include church, entertainment, highrise, single family homes (nearly all rentals), and Greek housing. Of particular interest, the single family homes district and highrise district prove to be the most contrasting with other elements in Campustown. The inclusion of the Greek housing district proves to be an added amenity to the area because of aesthetically pleasing architecture.

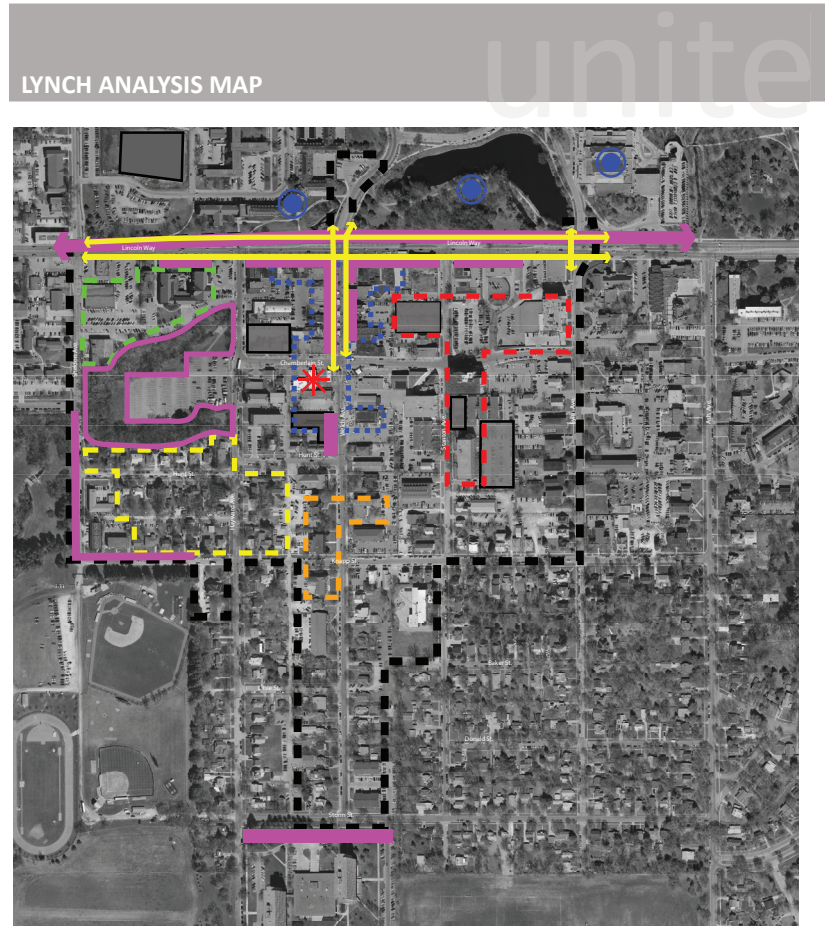


Figure 4-9

LEGEND

Landmark	Entertainment District
Edge	Highrise District
Node	Church District
Path	Greek District

400
1" = 800'
N

SIGNIFICANT BUILDINGS

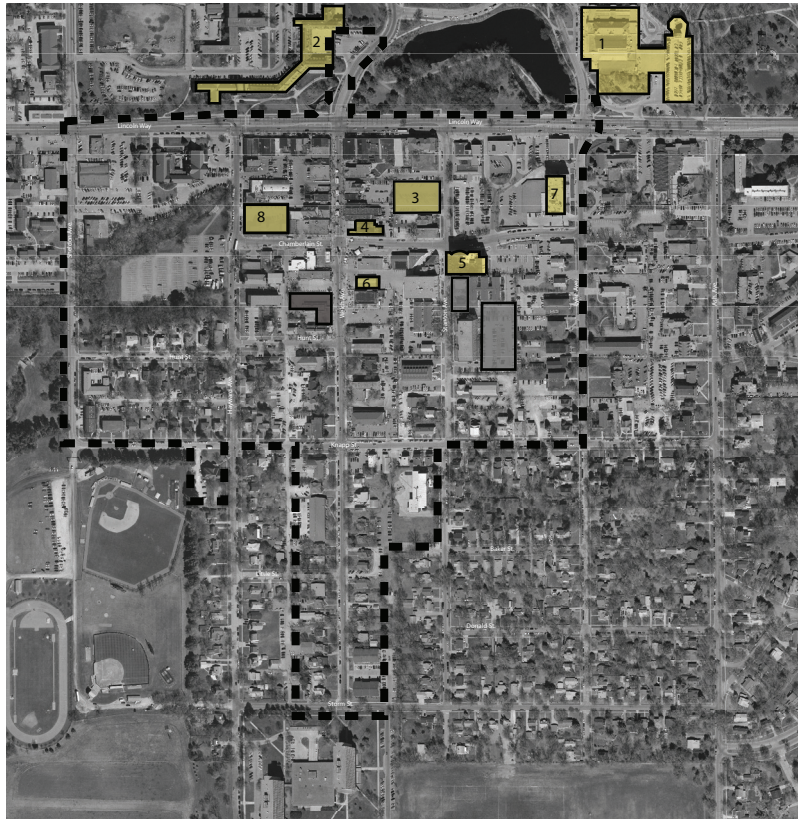


Figure 4-10

LEGEND

Significant Building

- | | |
|-------------------|------------------------|
| 1. Memorial Union | 5. Cyclone Plaza Tower |
| 2. Friley Hall | 6. Post Office |
| 3. Legacy Tower | 7. Mixed Age Apt. |
| 4. Fire Station | 8. Chamberlain Lofts |



SIGNIFICANT BUILDINGS

Few buildings exist within the Campustown district that could be deemed significant. Significant buildings on campus adjacent to Campustown include Friley Hall and the Memorial Union (MU). Friley Hall is the nation's third largest dormitory and houses more than 1220 students (ISU Dept. of Residence, 2008). Friley Hall plays an important role for ISU as well as the Campustown district. Further developing a strong physical connection between Friley and Campustown will prove to be influential in the design of the district.

The MU is perhaps ISU's most frequently used building by visitors and students. The MU houses a food court, the University Bookstore, Student Union Board (entertainment within the MU), the Maintenance Shop (bar/restaurant/music venue), post office, study lounges, large lecture halls (public speaking), 52 hotel rooms located on the fourth, fifth, and six floors, and a host of other student activities and services (Iowa State University Buildings homepage, 2008).

Most recently, the south portion of the MU was redesigned to offer an entrance to the bookstore and food court directly off of Lincoln Way. Much the same as Friley Hall, the MU plays a pivotal role in linking students and visitors to Campustown. With the added addition on the south side of the MU, further linkages should be made to tie the building to the Campustown district.

VIEWS

Several significant views are present within and outside the site. All dominant views within the site focus towards the miniature Campanile located at Welch Avenue and Chamberlain. As vehicles and pedestrians approach Campustown from the north on Welch, views are directed to the miniature Campanile on the high point of Welch. This proves to give visitors a clear definition of approach to the heart of Campustown. However, the aesthetic view of the miniature Campanile is quickly diminished as users of the site reach the high point of Welch. At this location, the Kum and Go gas station and the poorly maintained Campus Court Park boarder the Campanile. Major reinvestment should take place in this area to help redefine an area where views focus.

Views looking out of Campustown are highly aesthetic and focused. Perhaps the most interesting view can be seen from the top level of Legacy Tower, which contains the Legacy Restaurant. Views from this location are directed towards Iowa State's campus and east over the eastern portion of Campustown. While Iowa State's campus provides pleasant views to the north, the eastern viewsheds from the restaurant overlook a high amount of surface parking and the backsides of Campustown buildings.

One last important view should be noted. From the intersection of Knapp and Welch, looking south, views of both the miniature Campanile and Iowa State's Water Tower (Marston Water Tower) are present. The Marston Water Tower was the first elevated steel water structure located west of the Mississippi and was constructed in 1895. Although it is no longer used as a water storage tower today, the tower was placed on the National Register of Historic Places in 1981 (History of Campus Buildings at Iowa State University, 2008).

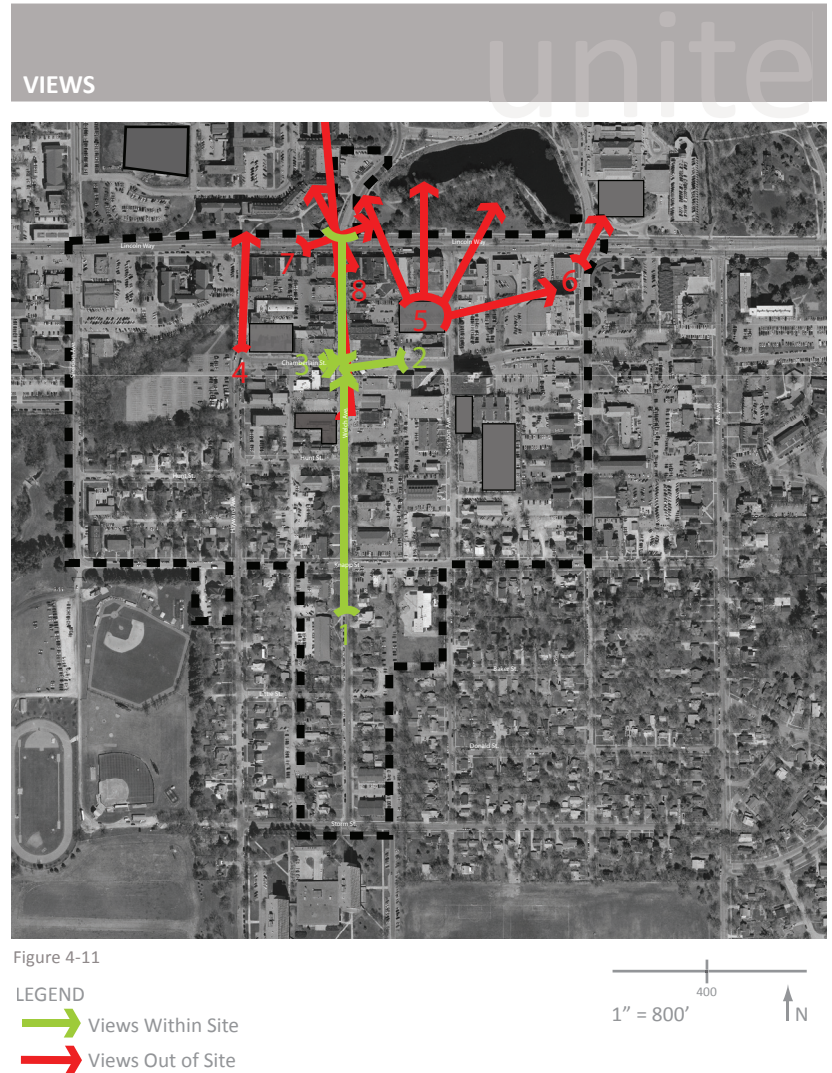




Figure 4-12

LEGEND

- Views Within Site
- Views Out of Site

1" = 800'

400'

N



1



2



3



4

View 1: Looking north on Welch from Hunt and Welch. The miniature campanile can be seen in the background.

View 2: Looking west at the intersection of Welch and Chamberlain from Chamberlain Street.

View 3: Looking east up Chamberlain, toward the intersection of Welch and Chamberlain.

View 4: View north looking towards the arched entry of Friley Hall.

View 5: The view from Legacy Restaurant on the seventh level of Legacy Tower.

View 6: The Memorial Building on the corner of Lynn and Lincoln Way.

View 7: The MU seen from Lincoln Way set behind Lake LaVerne.

View 8: The intersection of Lincoln Way and Welch looking north.



5



6



7



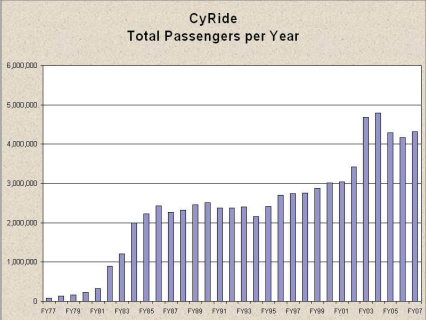
8

BUS CIRCULATION

A major element to both the City of Ames and Iowa State University is the bus system. Cy Ride routes in Campustown include the orange, brown, red, blue, and purple. These routes, with the exception of the orange (campus only), traverse all portions of Ames. 18 bus stops are located within the Campustown district, one of which is a major transfer station. The most heavily used route is the orange route, which totaled over 1.3 million riders in 2007 (Cy Ride Homepage, 2008). When designing, the forethought of current bus circulation routes and stops should be considered. Routes could also be manipulated, but should consider proper stop design and programming within the stop area.



BUS STATISTICS



These graphs represent the high usage of mass transit use by the citizens of Ames. The bus will play an important role for a new design within Campustown.

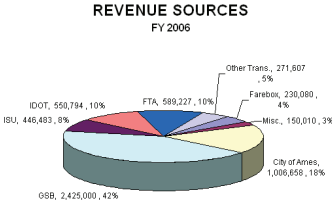
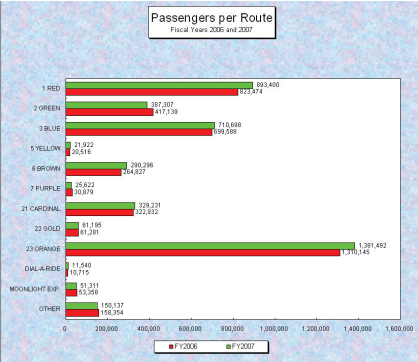


Figure 4-14

ELEVATION DIAGRAMS

Intention:

These diagrams help illustrate building height, voids within the streetwall mass, rhythm of vegetation, awning consistency, and the transparency into buildings. While it may appear some buildings lack any windows at all, they might, in fact, contain windows. However, their translucency may be blocked by posters, equipment, or intentionally screened out. Needless to say, these sorts of windows lose their functionality and essentially become a blank wall.

ELEVATIONS

unite

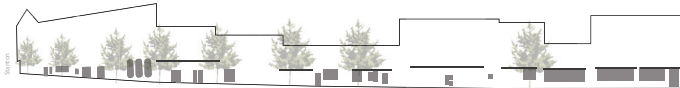


Figure 4-15
Lincoln Way Elevation – between Stanton and Hayward (looking south):

This elevation represents the most translucency into stores, offices, and other structures. The streetwall is consistent, defined, and with the exception of one small parcel (this does not include the intersection of Welch and Lincoln Way) a complete mass. Several awnings are present on the Lincoln way elevation, which help define use, provide protection, and add character.



Figure 4-16
East Welch Avenue Elevation – Between Lincoln and Keg Shop (last building in elevation):

The east side of Welch contains a decent mix of translucency. Most important is the lack of windows on the corner building (Papa's Corner) of Lincoln Way and Welch. Users entering the site are greeted with a blank wall. Additionally, this side of Welch contains only one small awning. Last, buildings just south of Chamberlain are set further back from the road, which creates a poorly defined street.

ELEVATIONS

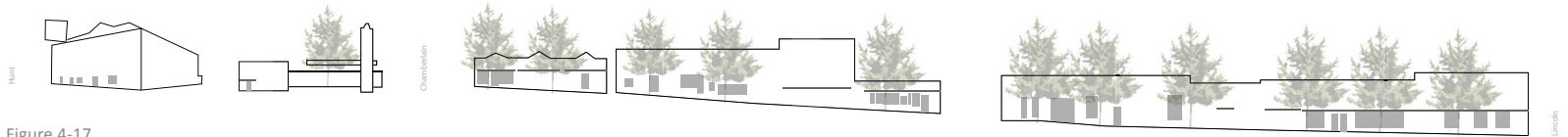


Figure 4-17

West Welch Ave Elevation – Between Lincoln and Hunt:

The structures on the west side of Welch prove to be more translucent and contain more awnings than the east side. However, the gas station located at Chamberlain and Welch breaks any rhythm established by vegetation and the large majority of awnings present on this side.

Elevation Conclusions:

Several conclusions can be made stemming from the elevation diagrams. The massing and transparency of structures along Lincoln Way (elevation between Stanton and Hayward) creates a sense of depth between indoor and outdoor space. However, building heights along the western most edge of this elevation could be increased to help create a better defined sidewalk, street, and building relationship.

The two elevations on Welch prove to be missing many key elements that would help strengthen the aesthetics along Welch. Perhaps the most significant issue would be Papa's Corner located at the intersection of Welch and Lincoln Way. This building is void of almost any windows along its side façade. Because of its proximity in Campustown (the intersection of the main entry) it would be necessary to renovate this side façade to create a more pleasing experience for users of the district.

One last important element that should be discussed is the lack of form and structure beyond Chamberlain Street. In both the east and west elevation along Welch, building massing is incomplete. Where design efforts have been implemented such as Campus Court Park, little has been done to actually fit these elements into the heart of Campustown in such a way to allow positive aesthetics and a pleasing experience while walking down Welch. Great emphasis will need to be placed when redesigning this portion of Campustown.

section five:

p r o g r a m m i n g



INTRODUCTION TO SECTION FIVE

Section five involves programming elements within Campustown. After the indepth site inventory and analysis phase and the conclusions from the case studies, particular program elements were selected that are appropriate for Campustown. These programming elements are still in their conceptual stage. Additionally, not all of these program elements may be included within the final design of Campustown. Further, other elements may be incorporated as the design of Campustown begins to take shape. The program elements represent only possibilities to fix the negative perceptions and overall character of Campustown. The elements include a mixed use dorm, pedestrian mall, recreation center, hotel, a large open space park, sustainable agriculture building, and an entry element.

p r o g r a m m i n g

unite: ames, isu, student, citizen, & place

At this point of the report, it would be helpful to restate the main intention for Campustown. The following section outlines the thesis, goals, objectives, and program elements that will be included for a redesign of Campustown.

THESIS

The intent of this project is to completely reinvent the Campustown district so all citizens, permanent and student, of Ames can utilize it throughout the year. Reversing the negative perceptions of Campustown through design and programming will help recreate a district that fosters interaction among student and citizen and will benefit the community in terms of image, economics, and the environment.

GOALS

1. Create a distinct district that fosters interaction among students and citizens year round
2. Reverse the negative perceptions of Campustown (aesthetics)

OBJECTIVES

1. Student and citizen year round
 - Add needed businesses such as grocery stores, restaurants, music stores, and hardware stores that can be utilized by the permanent resident.
 - Offer a green space/hardscape that can be used for gatherings, small concerts, celebrations, etc. throughout the year.
 - Design for extreme climates in winter and summer
 - Add dorms within Campustown to help foster businesses that cater to people under 21.
 - A recreation center (smaller in size to the current main facility) could be located within the larger Campustown area.

AESTHETICS

Aesthetics include a wide variety of elements. Some elements are simple such as consistent light fixtures and benches to similar materials for buildings. Other elements are broader that help unify the district. These elements include a solid massing of building walls, transparency into restaurants, bars, and stores, rhythm created by street trees, sidewalk circulation, building height, and building setbacks.

- Create aesthetics that are fluent and consistent throughout Campustown.
- Create a theme related to Iowa State's and Ames' history that can be

GOALS, OBJECTIVES, & PROGRAMMING

channeled through design elements.

PROGRAM ELEMENTS

The following program elements were selected for several reasons. Many of the elements selected stemmed directly from the site inventory portion of this project. Other elements are borrowed from the case studies conducted in this report. Some ideas were also used from other college districts across the nation. The elements below will be the driving force to help reshape Campustown. They will not be the only elements that are considered for design, however. Several different elements such as streetscapes, signage, themes, benches, light fixtures, etc. will be considered throughout the process of designing Campustown.

DORMS

Dorms would help create a base within Campustown that could help foster business activity besides bars. The architecture and style of the dorms should be representative of Iowa State's traditional style. However, the structure should represent a distinct style that helps separate itself from standard campus buildings.

PEDESTRIAN MALL

It appears that pedestrian malls are almost always successful in college towns (Iowa City, Boulder, and Madison) and often times fail in non college towns. Incorporating a pedestrian mall within a portion of Campustown could be used as a successful program element to help all users gather, interact, and shop.

RECREATION CENTER

Creating a recreation center within the greater Campustown area would increase the use throughout the day, particularly in the evening hours during the weekdays. Additionally, opening this facility to the public would greatly benefit the Campustown area. The current recreation center is situated in close proximity only to dorms, which creates a significant distance between upperclassmen and residents to utilize the facility.

HOTEL

Currently, Campustown has one hotel, The Iowa House, which actually acts more like a bed and breakfast. Adding a large scale hotel immediately

GOALS, OBJECTIVES, & PROGRAMMING

within the Campustown area will add more users to the area year round. The hotel should be multi use with all amenities that come standard with modern hotels.

PARKS

Having a large area for gatherings, either hardscape or softscape, would increase the possibility for people to gather and spend time in Campustown. The park should be multi season. For instance, having a simple green lawn or water feature in the summer could be easily be converted into an ice rink during the colder months.

ISU SUSTAINABLE AGRICULTURE BUILDING

Increasing Iowa State's presence in Campustown would help activate a drastically different use with the current arrangement of uses in the district. Additionally, ISU, as well as colleges throughout the nation, are increasing their funding and knowledge base of sustainable agricultural practices. Locating a building dedicated to sustainable practices in agriculture will help lead ISU and Campustown to the forefront of latest technologies and knowledge in sustainability.

AESTHETICS/ENTRY FEATURE

Landscape elements that contribute to the overall visual quality of Campustown should rely on some connection to ISU. In particular what is ISU's past and future direction? And where can elements of Ames and the state of Iowa fit into this scheme?

PROGRAM ELEMENT PLACEMENT PROCESS DESCRIPTION

Diagram 5-1 represents the process that was followed to determine where Lynch elements (edges, landmarks, etc.) would need to be placed to create a more defined, structured, and built environment. The location of these elements are conceptual in nature and are meant to illustrate possible connections that might occur between elements. Before locating these elements, a site inventory was conducted at each possible location of a proposed Lynch element. This will help determine what proposed program elements might be included within the space.

PROGRAM PROCESS DIAGRAM

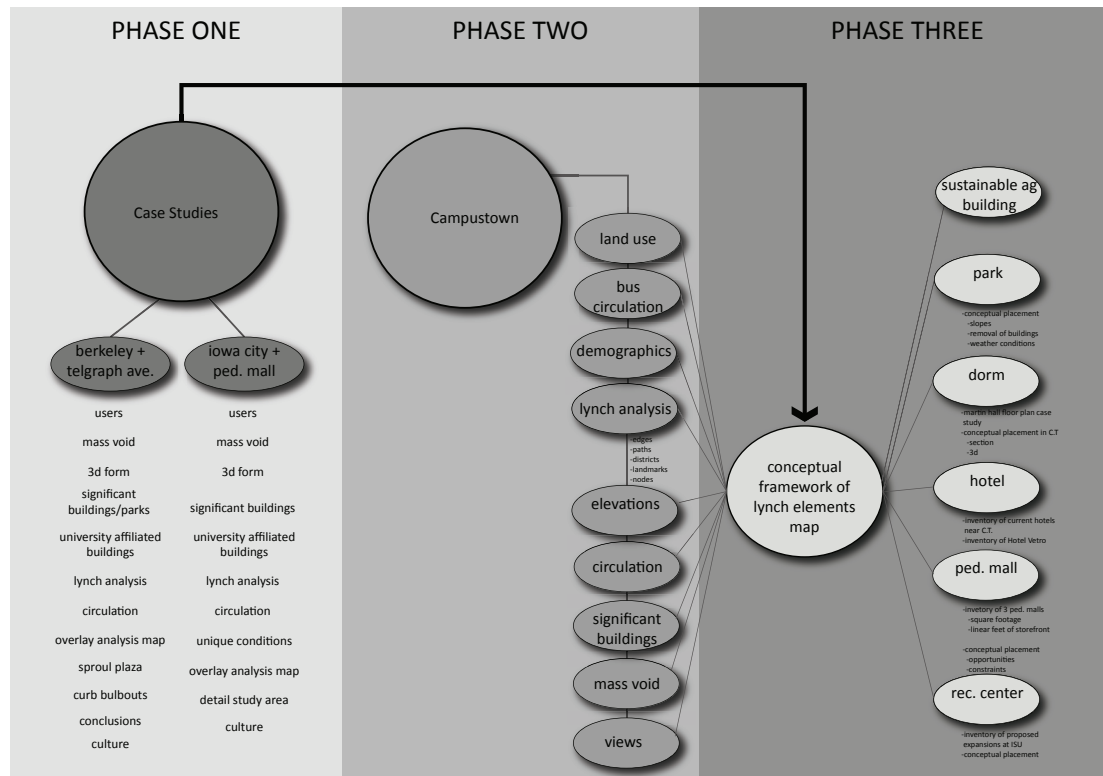


Figure 5-1

PROPOSED FRAMEWORK

PROPOSED FRAMEWORK

The diagram here represents locations where if Lynch elements were placed, a more unified and balanced district would exist. These locations are only conceptual. As the design becomes more detailed and refined, changes will obviously occur and reshape this map. But for the time being, this map helps illustrate where important elements are needed. A detailed site inventory and analysis has been completed on the following pages that correspond to each proposed Lynch element. Proposed edges and districts, however, are not fully inventoried. It is believed that the proposed nodes, and landmarks will help define edges and districts. Refer to the legend on this page for the proposed element page numbers.

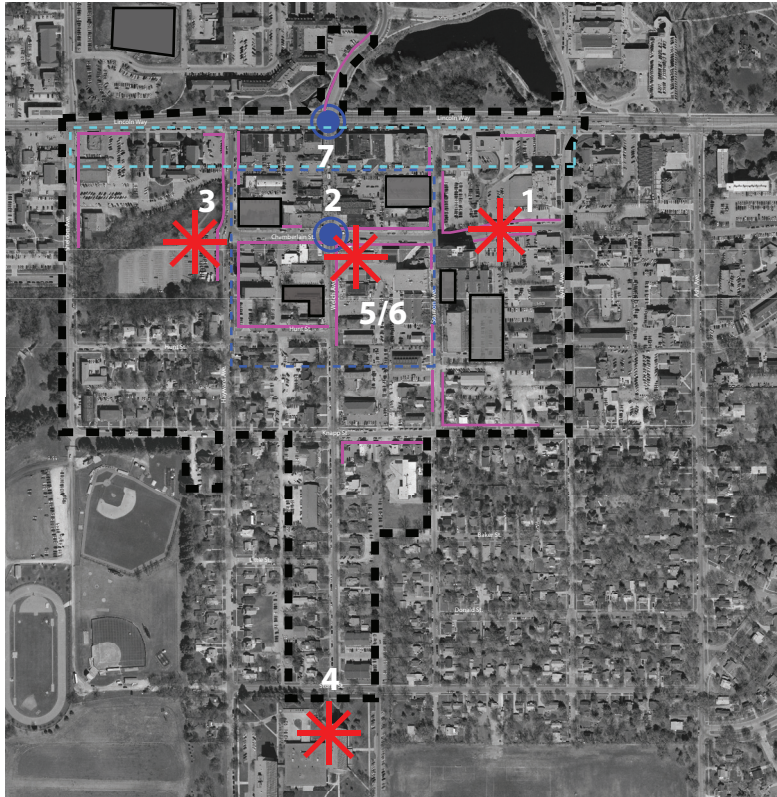
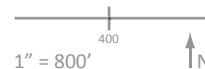


Figure 5-2

LEGEND

- Proposed Landmark
- * Proposed Node
- Proposed Edge
- - - Proposed Entertainment District
- - - Proposed Lincoln Way District
- 1. Dorm or Sustainable Ag. Node
- 2. Ped. Mall Landmark
- 3. Rec. Center Node
- 4. Rec. Center Node
- 5. Hotel Node
- 6. Park Node
- 7. Entry Landmark



STANTON AND CHAMBERLAIN

Area Description:

This particular area is representative of the greatest intensity of development within Campustown in recent years. Two large highrise apartment/mixed use buildings, Cyclone Plaza and Legacy Tower, are the most recent structures built within this area. While the intersection has intensified in density, little has been done to activate the space on the ground level. Legacy Restaurant is located at the top floor of the highrise and Cyclone Plaza's ground level has gone through several tenants on the corner lots provided for retail space.

Building Heights:

Legacy Tower, Cyclone Plaza, and the large-scale mixed residential (elderly/student) apartment are all fairly consistent in height (around 100'). Buildings have views of central campus and the greater Campustown area. These structures, although consolidated within this area, still conflict with adjacent buildings. For instance, the small apartment building south of Legacy Tower is only three levels and contains no similarities in aesthetics or scale. The result has created a drastic mix of poorly defined and designed uses (figure 5-4).

Surface Parking:

A large portion of surface parking is spread throughout this area. The lot to the south of the church is a shared lot for church services and public. Legacy Tower's bottom two levels consist of structured parking. The parking lot to the east of Cyclone Plaza is for CP residents.

Grade Change:

The minimal amount of grade change between Stanton and Lynn Street is consolidated to the west of the mixed age apartment.

Conclusions:

Because of the area's drastic height differences compared to the other districts within Campustown, locating a high density/intensity use building, such as a hotel, dorm or ISU building, in this area might be appropriate. What the area truly lacks, however, is street level activity. Increasing the number of businesses, shops, and restaurants within this area would help redefine its use, activate the space, and create a stronger connection to Campustown. Because of the drastic differences in architectural styles within this area, great consideration should be placed on developing a structure(s) that are aesthetically pleasing.

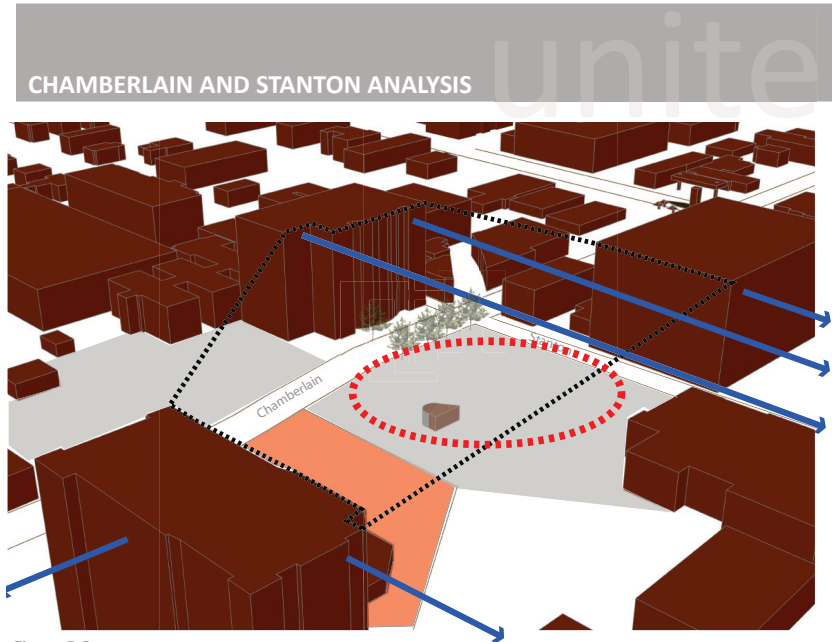


Figure 5-3

LEGEND

- Directed Views
- Consistent Building Heights
- Surface Parking
- Significant Elevation Change



Figure 5-4

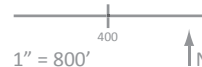
Small-scale apartment south of Legacy Tower creates a drastic difference in scale.

SITE SELECTION RATIONALE FOR A MIXED USE DORM

DORM ON CHAMBERLAIN AND STANTON



Figure 5-5



This location was selected based upon several factors. First, the location contains a large area of developable surface parking to the north of Cyclone Plaza Tower. Second, very little street level activity is present in the area. Utilizing the first floor as retail/restaurant space would help activate the corner of Chamberlain and Stanton. Much the same as the method taken by the University of Notre Dame with vacant land, this area could be purchased by ISU in combination with a private developer for the retail space (Ayers Saint Gross, 2007 pg. 36). Thirdly, and probably most important, recent development in this area is below par of acceptable aesthetics in terms of highrise development. A structure maintained and controlled by ISU would result in more control over its overall appearance and general aesthetics. Lastly, development standards for the City of Ames require 1 space/bedroom for units of 2 bedrooms or more, which is typical in this area (City of Ames Municipal Code, 2008 pg. 8). However, adjustments could be made for off site parking for residents of the dorm. Many students residing in dorms throughout the campus utilize the sports complex parking lots located east of the site. It is also important to consider that many of the residents of dorms are below the drinking age. Locating the dorm on Welch Ave (the main drinking establishment street within Campustown) might raise concern as possibly encouraging drinking. Referring back to the case study conducted in Berkeley, five large dorms are located one-half block from Telegraph Avenue. This separation helps minimize the sense of encouragement for underage drinking and helps offset a sense of dominance of a university affiliation within the district.

DORMS:

In order to create a dorm that is up-to-date with the latest architectural styles, amenities, and Iowa State University dorm design, Martin Hall was selected as an example. Martin Hall is one of two “Suite Buildings” located in Union Drive on Iowa State’s Campus. Students living in the suites share a room with one other resident. A common living space and bathroom are shared among four people. The basic floor plan of one suite was replicated and located in the proposed location. The suites were arranged in a conceptual shape for the proposed dorm.

Additionally, ground level retail will be located beneath five floors of dorms. Retail buildings, typically arranged in a 60’ x 60’ grid, facilitate the most adjustable and standard form of size (Steuteville, et al. pg 6-4 2003) and will be used as a basic building block for the ground level retail. Space would also be made available for a small dining center on the first floor.

Basic Elements of Proposed Mixed Use Dorm:

- 15,352 sf per level
- Total of six levels at 92,112 sf total
- One ground floor level is dedicated for retail and expansion retail space
- 16 suites per floor

-Three study areas and one large kitchen is provided for each suite level



Martin Hall Floor Plan Figure 5-6
Borrowed from Iowa State University Facilities Planning & Management

DORM ON CHAMBERLAIN AND STANTON



Conceptual Floor Plan of Dorm Figure 5-7
The plan meets all square footage and amenity requirements previously mentioned.

PLAN VIEW OF MIXED USE DORM DESIGN CONSIDERATIONS:

DORM ON CHAMBERLAIN AND STANTON



Figure 5-8



Mixed Use Dorm
 Service Parking
 Renovated/Renovated Buildings
 Exit Points
 Access to Attractors

Locating the mixed use dorm on the corner of Chamberlain and Stanton will help redefine the massing edge of buildings at the intersection. As noted in the plan view diagram, the southwest corner would also have to undergo major design alterations or reconstruction altogether in order to help define this corner. Distances to important elements are demarked by red dashed lines. Distances include one-half block to Iowa State's campus, two blocks to Buchanan Hall, and one block to Welch Avenue. If a dining hall were not included in the new mixed use dorm, residents could utilize the dining hall within Buchanan.

Another important consideration noted on this diagram involves parking and service entry to the mixed use dorm. In its current conceptual configuration, access to parking and service drop off is easily accessible to the east and north sides of the building. Further these areas are well masked by the building façade that wraps around the corner of Chamberlain and Stanton.

SECTION THROUGH CHAMBERLAIN/CYCLONE PLAZA TOWER/PROPOSED MIXED USE DORM DESIGN CONSIDERATIONS

Because of the large scale of existing buildings in this location, consideration regarding the basic arrangement of the mixed use dorm must be examined. "A" on the diagram illustrates that a large sidewalk would be needed to help reduce the sense of enclosure caused by the 100 foot height of Cyclone Plaza Tower. To further create a sense of openness, levels after the second story of the mixed use dorm should be setback 20 feet ("B"). Much the same as the setback designed on Hotel Vetro in Iowa City's Pedestrian Mall, this setback would greatly aide in adding needed air/sky space in the area.

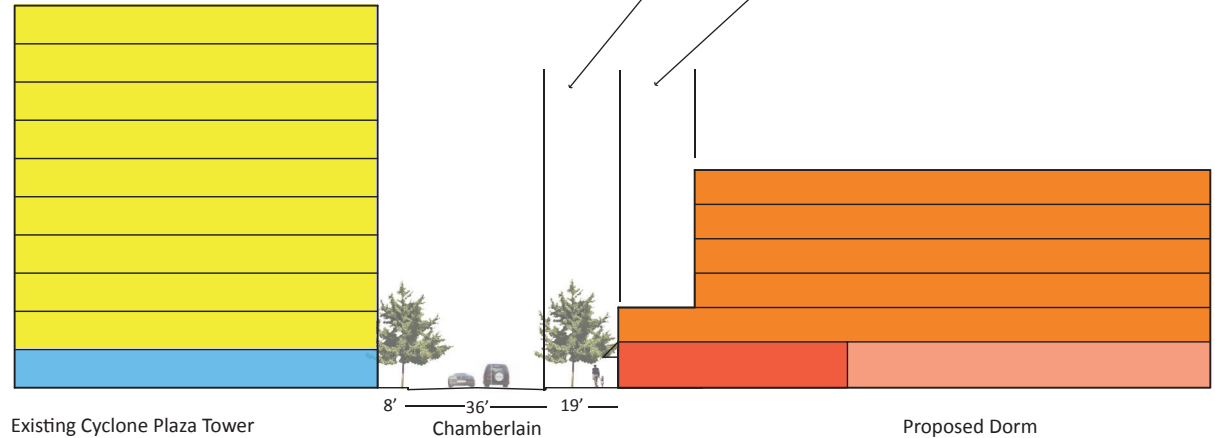
The current condition of Chamberlain Street works well for both vehicular and pedestrian circulation. The street is narrow with ten foot lanes and 8 foot parallel parking stalls. Added landscape elements such as street trees and light fixtures would be necessary to tie the area together and mask the poor aesthetics of the recently constructed highrises.

While no section was taken through the proposed mixed use dorm and Legacy Tower (the highrise to the west), similar design principles

would need to be considered to help reduce the sense of enclosure experienced by the pedestrian.

DORM ON CHAMBERLAIN AND STANTON

Figure 5-9



Section through Chamberlain/Cyclone Plaza Tower/ Proposed Dorm

1"=50' N →

3D ANALYSIS OF PROPOSED DORM LOCATION

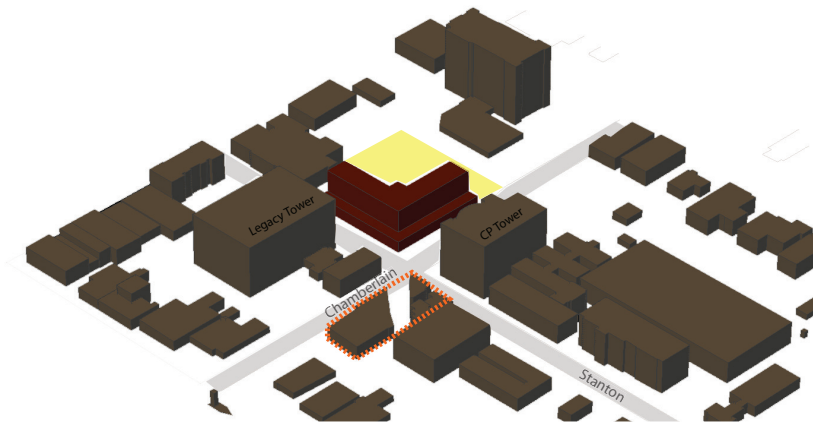


Figure 5-10

LEGEND

-  Demolished/Renovated Buildings
-  Surface Parking

3D ANALYSIS OF PROPOSED DORM LOCATION

This diagram illustrates the configuration of the dorm on the corner of Chamberlain and Stanton. The diagram helps showcase the importance of a setback after the second level of the mixed use dorm. Having the dorm wrap around the intersection helps mask parking behind the structure and will help redefine the intersection. The buildings on the southwest corner of Chamberlain and Stanton would have to be removed or completely renovated in order to close the existing dead-end alley space between them. This will further enhance the massing at this intersection.

In addition to this site location functioning for a dorm, other ISU buildings could be located at this site. For instance, a new sustainable agriculture building would also be an appropriate program element to include. Many of the same architectural and urban design methods would also apply to the sustainable agriculture building.

PEDESTRIAN ONLY AREAS

Analysis of pedestrian only areas (pedestrian malls) across the country is necessary. Determining basic sizes in terms of area, linear feet of storefront, and other dimensional qualities, was generalized into a basic shape that can be adjusted to configure to the current site conditions of Campustown. The Pedestrian Mall in Iowa City, State Street in Madison, and Boulder's Pearl Street pedestrian mall are quickly inventoried to determine their basic elements. These characteristics are then averaged to determine a basic size.

82,667 Square Feet Iowa City
2,103 linear feet of storefronts

149,742 Square Feet* Madison
2,750 linear feet of storefronts

148,143 Square Feet* Boulder
2,100 linear feet of storefronts

*Excludes cross streets that pass through pedestrian zone.

Totals:

380,552 total square feet
126,850 average square feet for pedestrian malls.
2,317 average linear feet of storefronts.

PEDESTRIAN MALL AREAS



State Street - Madison



Pearl Street - Boulder



Ped. Mall - Iowa City

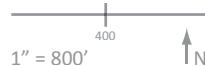
Figure 5-11

LOCATING A PEDESTRIAN MALL WITHIN CAMPUSTOWN

CONCEPTUAL PLACEMENT OF PED. MALL



Figure 5-12



This diagram represents a pedestrian mall of 100,000 square feet and approximately 2,240 linear feet of storefronts. These numbers coincide very closely with the averages of the three pedestrian mall case studies examined previously. The conceptual pedestrian mall illustrated here represents a complete closed system for pedestrians only. No cross street vehicular traffic is allowed within this design.

Plan View Design Considerations:

General Opportunities on Welch (see next page):

Closing off Welch would greatly enhance the walkability and safety on Welch. Currently Welch works well for both pedestrians and vehicular circulation. However, the prime function of Welch is entertainment. And during the weekends this street is often dominated by the pedestrian. Creating an environment strictly for walking would allow for a more positive aesthetic, enable a safe zone for all ages, increase the amount of street vendors, and encourage walking throughout the Campustown district.

General Opportunities Chamberlain:

With the pedestrian mall located in this configuration, the opportunity to create two nodes to terminate the space at both ends of Chamberlain is present. Locating predetermined program elements such as a recreation center at the west end of Chamberlain (proposed node 1) and a dorm or hotel at the east end of Chamberlain (proposed node 2) could strengthen development along this portion of Chamberlain. In its current condition, Chamberlain lacks many buildings and stores fronting the street. With two predominate nodes or features at either end of the pedestrian mall would greatly increase foot traffic along this corridor.

Opportunities 1 and 2:

Two high density apartment buildings (Chamberlain Lofts 1 and Cyclone Plaza 2) are present at the terminus of the east/west portion of the ped. mall along Chamberlain. These structures represent a high degree of use and residency within the Campustown district and would help support further retail development along the Chamberlain portion of the ped. mall.

Further, Chamberlain Street has little vehicular circulation occurring within this area and turnover rate for tenants is fairly high. Perhaps a pedestrian

only area would encourage new development and attract new users and tenants to this street.

Opportunity 3:

The northern most link at the intersection of Welch and Lincoln way is another important element with Campustown. Creating a ped. mall within this area would enhance the entrance to both Campustown and Iowa State's campus. Aesthetics should tie together both campus and Campustown.

Opportunity 4:

The southern most link of the ped. mall would tie the area to Stomping Grounds, a highly used coffee house located at Hunt and Welch. Stomping grounds has a well designed front patio which is used throughout the year and would help strengthen the south terminus of the ped. mall. Linking these two elements together would be essential to form a strong link between pedestrians and vehicular circulation.

Opportunity 5:

The miniature Campanile located at the intersection of Welch and Chamberlain is in an excellent location to help tie these two pedestrian only streets together. Assuming the Kum and Go gas station is demolished, this area can better function as the heart of Campustown.

Other Positive Elements:

Reconfiguring street circulation will be relatively simple considering all streets within the Campustown district are two-way and in a grid pattern. Additionally, the back alley space serving buildings west of Welch Avenue would retain its strong connections to service buildings. Additional connections could be made through the pedestrian mall across Chamberlain to fully connect the alley running north and south.

To make this pedestrian mall scheme function more properly, the disconnected alley space on the east portion of Welch would have to be reconfigured to connect north and south. This would enable businesses along the pedestrian mall to have service access in the rear space.

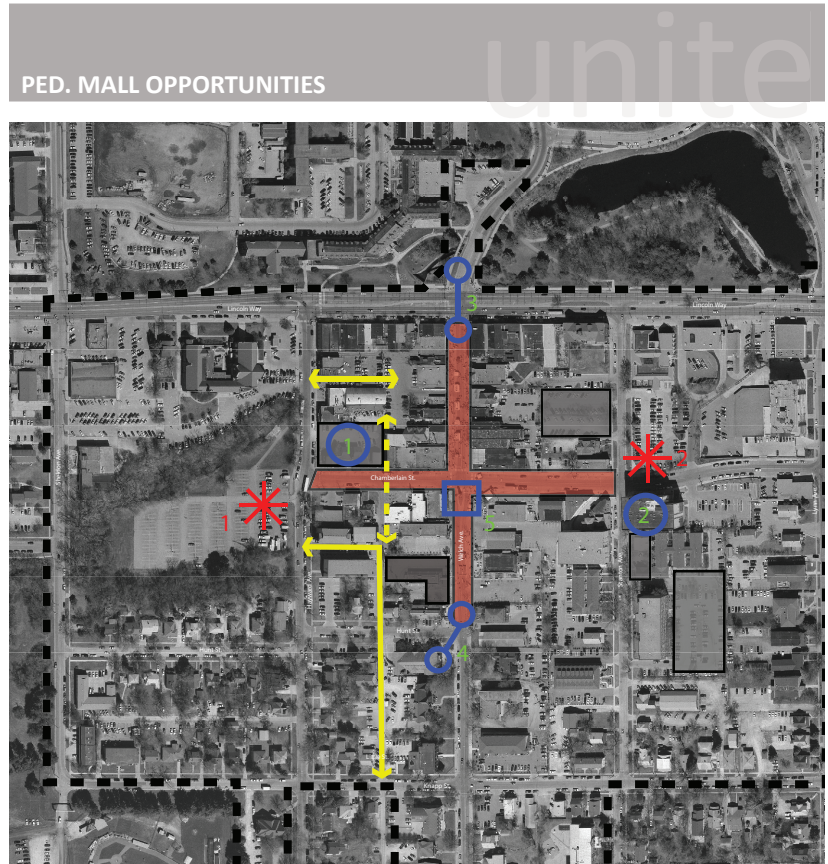


Figure 5-13

LEGEND

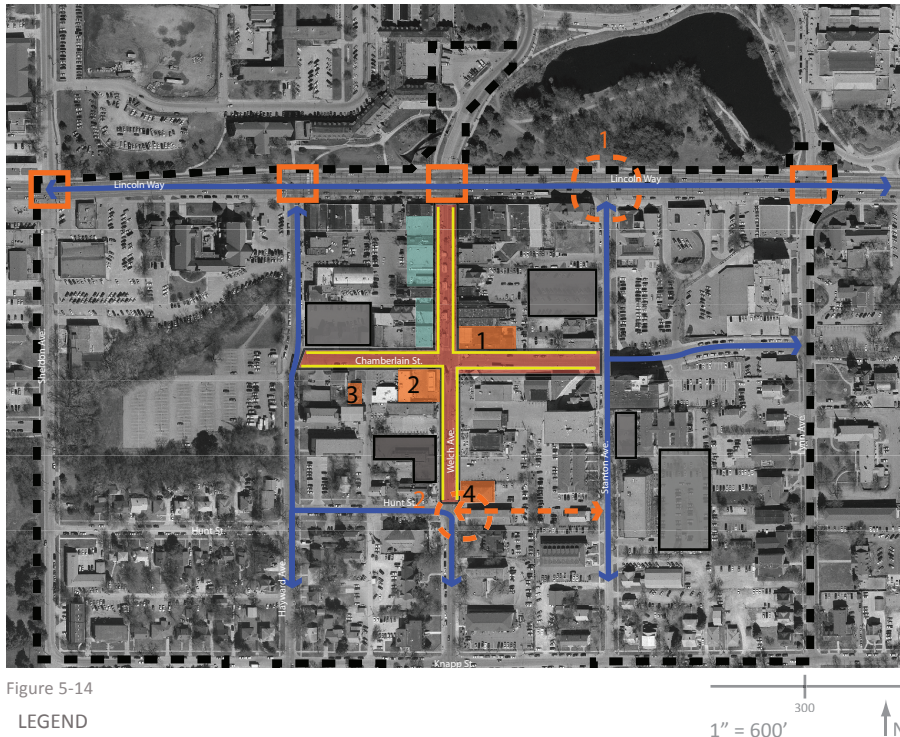
- Strong Link
- * Strong Proposed Node Location
- Strong Central Element Feature
- ↔ Retained/Strengthened Alley Access

1" = 600'

300

N

PED. MALL CONSTRAINTS



CONSTRAINTS

With any implementation of a pedestrian mall constraints obviously present themselves. Nearly all of these constraints focus around parking and vehicular circulation.

Constraint 1:

Perhaps the most important constraint resulting from the implementation of a ped. mall would be vehicular circulation on Lincoln Way. In its current state, Lincoln Way consists of four signaled intersection within the district. Adding a new signaled intersection at Lynn and Lincoln might be necessary to help control the increased traffic flow resulting from the ped. mall. The result would lead to decreased flow and movement along Lincoln creating congestion among vehicles and pedestrians. However, the implementation of a signal at Lynn and Lincoln might decrease traffic speed along this portion of Lincoln, which would result in a safer environment between pedestrians and vehicles.

Constraint 2:

Another important constraint to consider is the intersection of Welch and Hunt. Traveling east, Hunt terminates at Welch and offers no route to connect to Stanton. This would increase traffic flow on the western portion of Hunt, which would then filter traffic north on Hayward. Proposing that Hunt be continued east to connect to Stanton might be a necessary element to alleviate congestion on Hayward and increase circulation evenly on the borders of the ped. mall.

Constraint 3:

Parking would obviously be non-existent within the pedestrian mall area. A total of approximately 100 on-street parking spaces would be lost within the ped. mall area. While these spaces could be reallocated to other locations within Campustown, business owners would be resistant to losing any number of parking stalls. Great emphasis would have to be placed on locating new parking spaces within close proximity to the actual ped. mall area.

Constraint 4:

Buildings that function primarily for the automobile would have to be removed from the area. Additionally, buildings that are strictly

residential might also have to be removed because of drastic differences of use, public and private space, and architecture. The two buildings that must be removed include the fire station (1) and the Kum and Go gas station (2). Buildings 3 and 4 are strictly residential units. Building 3 is a converted single family house into apartments and is the only “house” on Chamberlain. In almost any scheme, pedestrian mall or not, this building should be removed. Building 4, while located within the ped. mall in this scheme, could be retained if certain design elements are used to separate it in a manner that creates a well defined public and private space.

SECTION THROUGH WELCH CONSIDERATIONS

The existing width of Welch, 70', works well for creating a pedestrian only area along the street. The proposed pedestrian mall width down both Welch and Chamberlain would not need to be increased in any location. However, the building heights, particularly on the west side of Welch should be increased to a minimum of two levels. All buildings along the west portion of Welch adjacent to the pedestrian mall would need to be increased with the exception of one (see plan view diagram). This might lead to a total reconstruction and redevelopment of the west side of Welch throughout the pedestrian mall area, which would be a costly and possibly inconceivable concept.

Few buildings front Chamberlain Street. Needed development along Chamberlain, with or without a pedestrian mall would be needed.

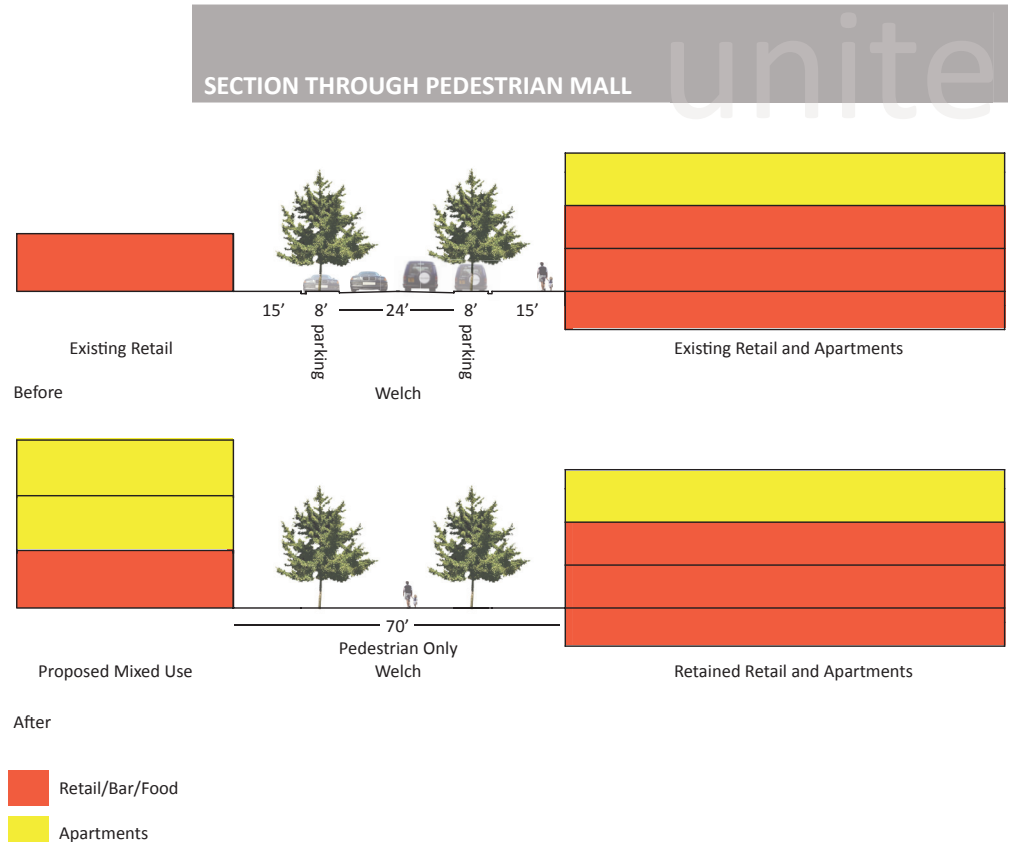


Figure 5-15

LINCOLN WAY, CHAMBERLAIN, AND HAYWARD ANALYSIS

LINCOLN WAY, CHAMBERLAIN, AND HAYWARD ANALYSIS

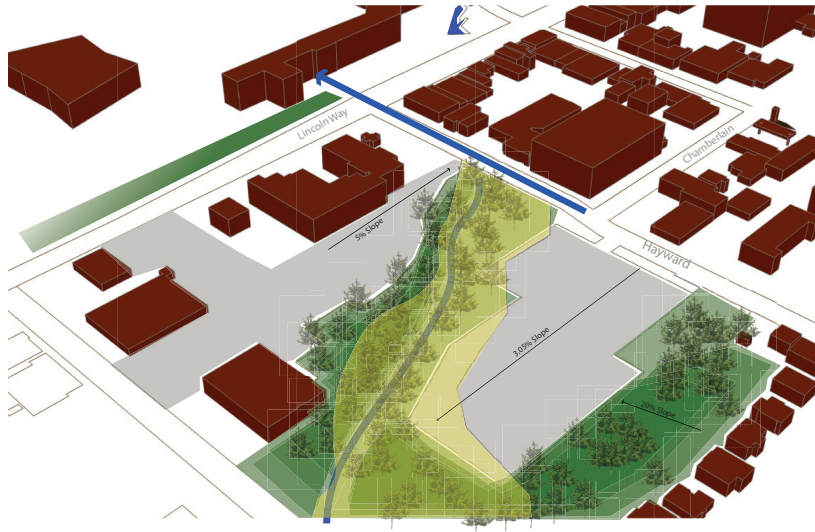
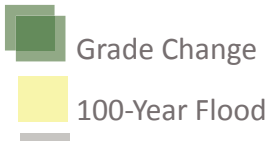


Figure 5-16

LEGEND



Area Description:

This area consists of several different contrasting elements. This is the only large portion of College Creek that is day lighted throughout Campustown. A small portion of the creek is open at the intersection of Welch and Lincoln (located at the top center of this diagram). Two large areas function as surface parking. One large surface parking lot is located on the southern portion of the site and caters to a small portion of Friley Hall residents. Another surface parking lot, located on the northern portion of this site off of Lincoln Way and Sheldon, facilitates parking for the church buildings as well as Taco Bell customers.

Views:

The main viewshed within this area is directed towards the arched tunnel of Friley Hall from Hayward. No other views are present throughout the site.

Floodplain:

The 100-year floodplain of College Creek spreads out from the creek, but effects little of the developed area within this portion of Campustown.

Topography:

Massive grade changes are present on the southern portion of the location. The actual College Creek drainage channel consists of steep slopes and should be preserved in its current state, or possibly expanded to help limit erosion of the stream banks.

Activity:

Little activity, in terms of shopping, pedestrian movement, or passing through the space is present. The recent development of Chamberlain lofts on the corner of Chamberlain and Hayward has increased use of the area. However, no key features draw outside users to this area.

Conclusion:

Because of its large size and relative isolation from the heart of Campustown, this area will be difficult to develop. Any program elements within this location should be large key attractors for citizens and students. Utilizing College Creek in this area should also be considered for design elements. For instance, if a recreation center were located on this site, the creek could be utilized for an outdoor fitness/yoga area.

EXISTING RECREATION CENTERS AND FUTURE EXPANSION PLANS

Currently the City of Ames has only one public “recreation center” located within the City Hall building in downtown Ames. While the general public is allowed to use Iowa State’s main recreation center (Lied Rec.) and the two smaller recreation centers, State Gym and Beyer Hall, services are mainly driven for students. For the general public to use Lied, a series of forms and bills must be paid. First, the citizen must become a member of the Iowa State Alumni Association (the citizen would not have had to attend ISU at any time). This requires a yearly fee of \$55. Next, the citizen must pay either one semester at a total of \$128, or a full year at \$283. While this is a relatively small fee, the recreation centers on campus prove to be overwhelmingly programmed for students. Providing a recreation center (possibly free to the public) within Campustown would hopefully encourage citizens to utilize a well designed and programmed recreation center located within Campustown.

Another important consideration for a proposed recreation center is the current plan for ISU to expand the rec. services at Lied, Beyer, and the State Gym. Major commitments of the project include 92,320 square feet of new space added to the State Gym facility, renovation of several spaces within State Gym and Beyer hall, and adding air conditioning in the Lied Recreation Center. The total estimated budget for the project is set at \$52.8 million, and should be completed in the Fall of 2011. The project stemmed from feedback from ISU students who expressed a need for updated and expanded facilities (Division of Student Affairs, Iowa State University, 2008).

Based on student needs and the lack of an adequate facility for citizens, a recreation center within Campustown seems to be an important program element that might act as a catalyst for future development within the district. The following information highlights particular design elements within the proposed rec. center and locations within Campustown that might be applicable for its location. Because of the target square footage already established by the new plan for expansion on the State Gym, the proposed plan will be limited to 92,320 square feet. In comparison, Beyer Hall is 122,504 square feet, State Gym is 66,595 square feet, and the Lied Recreation Center totals 236,201 square feet (ISU Facilities and Planning Management, 2008).

EXISTING RECREATION CENTERS ANALYSIS



PROPOSED LOCATION ONE ANALYSIS

REC. CENTER PROPOSED LOCATION ONE

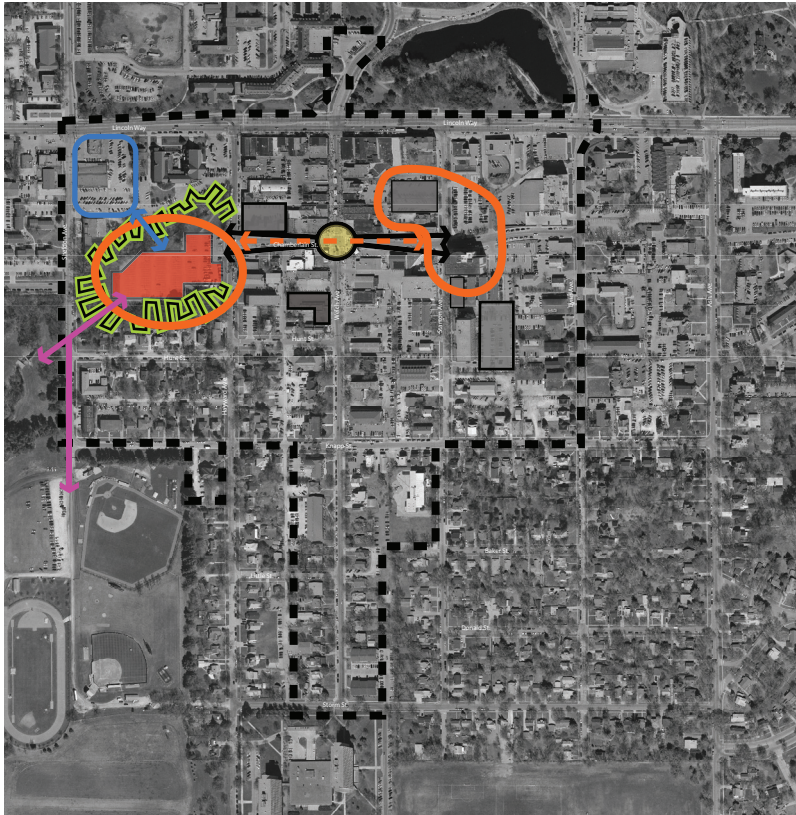
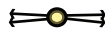






Figure 5-17

LEGEND

-  View From High Point
-  Major Nodes General Area
-  Tree Buffer
-  Parking Garage
-  Connection to CC Course

1" = 800'

400'

N

This proposal locates the new recreation center at the intersection of Chamberlain and Hayward. The rec. would be developed on a large surface parking lot currently used for Friley Hall residents. Many positive outcomes are produced by locating the recreation center in this location. First, this location helps terminate the western portion of Chamberlain and create a strong link between Hayward and Stanton. In particular, if the dorm were located at its proposed location on Stanton and Chamberlain, the arrangement of these two elements would greatly enhance the edges of the Campustown district and help increase pedestrian and vehicular movement along Chamberlain.

Another important element to consider is the building's setting within the space. To the south of the parking lot, steep topography terminates near the parking lot edge. The west and north are bordered by the only day lighted portion of College Creek within Campustown, which is heavily wooded. The aesthetics of many recreation centers is limited to a big box type of design, and minimizing the visual impact of this would be necessary. The arrangement of topography and College Creek has created an "envelope" in which the proposed recreation center can fit into. The result of this effect masks over 82 percent of the linear feet of the recreation center and leaves only the front façade open. The front façade could mimic surrounding architecture (architecture worth mimicking) on the site and act as a figural building to terminate the western portion of Chamberlain. The façade facing College Creek (both west and north) could prove to be an excellent amenity for outdoor activities during the warmer months such as yoga, stationary machines, and aerobic classes.

This location would also be beneficial in terms of proximity to other sporting facilities. Both the Cross Country Course and the Southwest Athletic Complex are located only one block southwest of the proposed recreation center site. This would facilitate easy programming for intramural events and sporting clubs associated with the city and university.

One major constraint is parking. Parking immediately surrounding the building is non-existent although some spaces would be provided at the entrance if completed through final design. A large parking garage would have to be constructed on the south east corner of Lincoln Way and Sheldon to provide parking for recreation center users, as well as spaces

for Friley Hall residents for approximately the number that existed on the original surface parking. Because of the separation between the parking garage and recreation center, signage and way finding would have to be clearly marked for vehicles and pedestrians using the recreation center. Additionally, a pedestrian bridge would have to be constructed to link these two elements together. A parking garage located at Lincoln Way and Sheldon should be properly designed with mixed use fronting Lincoln Way to help minimize unsightly parking.

PROPOSED LOCATION TWO ANALYSIS

This plan essentially flips the arrangement of plan one. The recreation center is located at the intersection of Lincoln Way and Sheldon and the parking garage would be located on the Friley surface parking lot. The major constraint in this plan is the exposure of nearly the entire structure of the recreation center.

Three buildings would also be demolished in order to locate a recreation center in this location. Taco Bell and two church affiliated buildings would have to be destroyed. While these buildings hold little value architecturally, the destruction of an ISU facility might lead to increased tensions between the City of Ames and Iowa State University, which is the opposite intension of this project. A different scheme for this space might try to retain the two church affiliated buildings and remove the Taco Bell.

One positive benefit of this configuration would be having a parking garage located only one block from Welch Avenue. The garage would have to consist of retail at the ground level to help minimize unsightly parking as users approach the structure from Chamberlain and Hayward. Much the same as proposal one, the parking garage would help tie both ends of Chamberlain together.

REC. CENTER PROPOSED LOCATION TWO

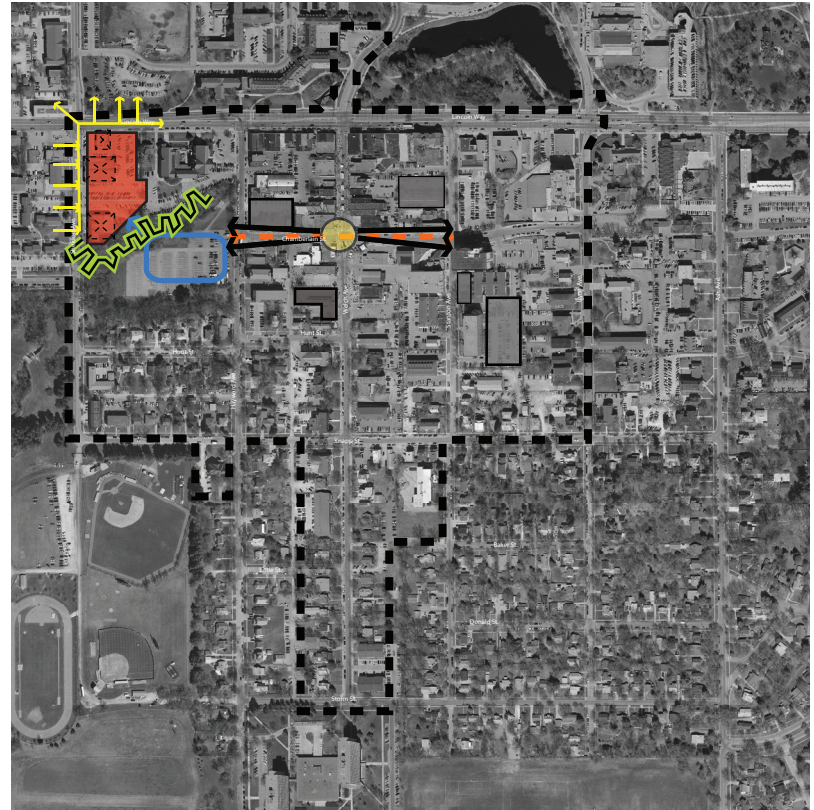
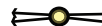







Figure 5-18
LEGEND

-  View From High Point
-  Major Nodes General Area
-  Tree Buffer
-  Parking Garage
-  Exposed Building Edge
-  Demolished Building

1" = 800'
400'
N

PROPOSED LOCATION THREE ANALYSIS

REC. CENTER PROPOSED LOCATION THREE

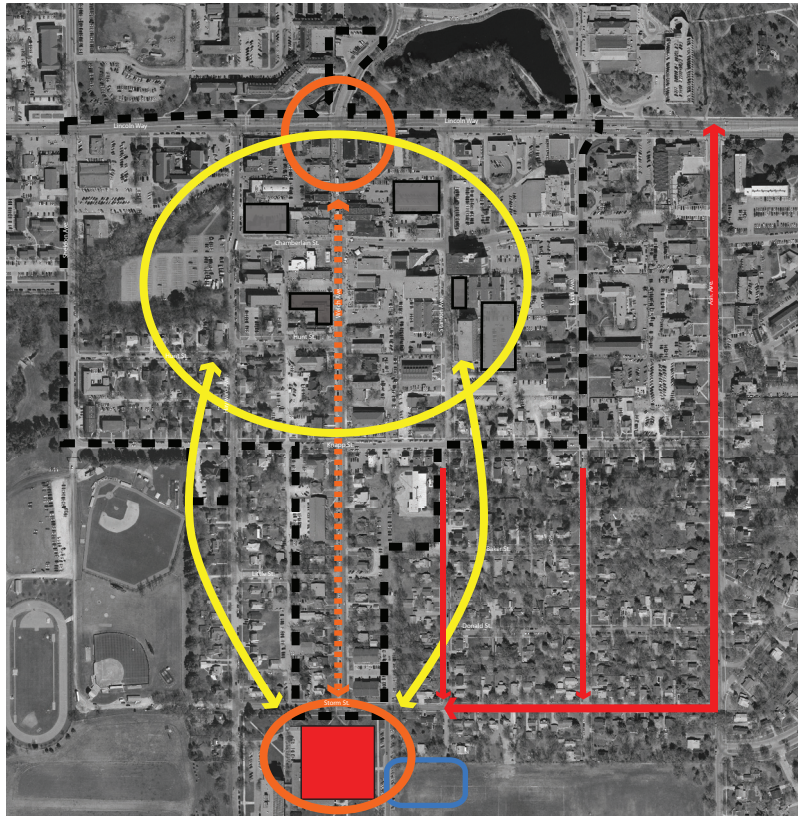


Figure 5-19

- LEGEND**
- Terminus Points
 - Direct Path
 - Campustown Attraction
 - Bypass Circulation
 - Parking Garage

400
1" = 800' ↑ N

The recreation center in this plan is located at the south terminus of Welch Avenue. Many positive aspects are associated with this site. First, this was the former location of two large highrise dorms (the Towers) that were imploded in 2006. The site of the two dorms is still owned by Iowa State University, which would make locating a recreation center owned by the university relatively easy to implement in this location. As the plan illustrates, a recreation center in this location would create a strong node/link that would complete Welch Avenue. Furthermore, a vast amount of open land is available in this location. Plans for expanding the recreation center in the future, adding nearby residential units, increasing the amount of parking, and other elements of expansion would all be fairly easy at this location.

It is also important to consider that not too many other program elements would work well in this location. The south terminus of Welch in somewhat disconnected from the remaining portion of Campustown, and adding a node/program element that will not draw enough people might ultimately fail.

One downside of this location is that the rec. center is accessible without having to travel through Campustown. While the majority of users might take Welch Avenue directly to reach the center, many other users from across the city can easily reach its location from alternative routes that bypass the Campustown district.

HOTEL RATIONALE

The incorporation of a large scale multi use hotel within Campustown could positively benefit the district in several ways. Based on the case studies conducted for Iowa City's Pedestrian Mall and Telegraph Avenue in Berkeley, hotels prove to be positive amenities for their districts. Hotels would increase the amount of outside users within the district and help activate the Campustown space throughout the year. Furthermore, a hotel in the district would support new stores, restaurants, and other amenities. The incorporation of a hotel within Campustown would also provide a location for visitors to utilize both campus and the Campustown district.

Existing Hotels Near Campustown:

Currently, a hotel is located within the Memorial Union on campus and consists of 52 hotel rooms. The MU Hotel functions well for visitors of Iowa State but does not contain many of the amenities of a modern day hotel such as a fitness center, pool, or upscale restaurants. Additionally, the MU Hotel lacks strong visibility to outside users. Visitors arriving to Ames from Lincoln Way have no visual cues that illustrate that the MU contains a hotel.

A small bed and breakfast, the Iowa House, is located on the corner of Hayward and Knapp, which consists of 13 rooms. The bed and breakfast was formerly a fraternity house that was built in 1924 and was recently renovated into its current state in 2007. The existing bed and breakfast blends very well other historic fraternity and sorority houses throughout the Campustown area and beyond. The Iowa House is a nice existing amenity in Campustown, but much the same as the MU Hotel, lacks many modern day amenities included in most hotels.

One other important hotel is present in Ames that functions primarily for university visitors and guests. The Gateway Hotel consists of 187 rooms, a fitness center, bar/restaurant, pool, and other amenities. While the hotel provides the needed benefits for Iowa State visitors, its location is isolated and lacks any strong connection to Iowa State and Campustown. The Gateway Hotel is located two miles south of Campustown on the south edge of Ames' city limits, just south of Highway 30. A shuttle service is currently provided for guest lectures staying at the hotel for transportation to campus.

PROPOSED HOTEL LOCATION ANALYSIS

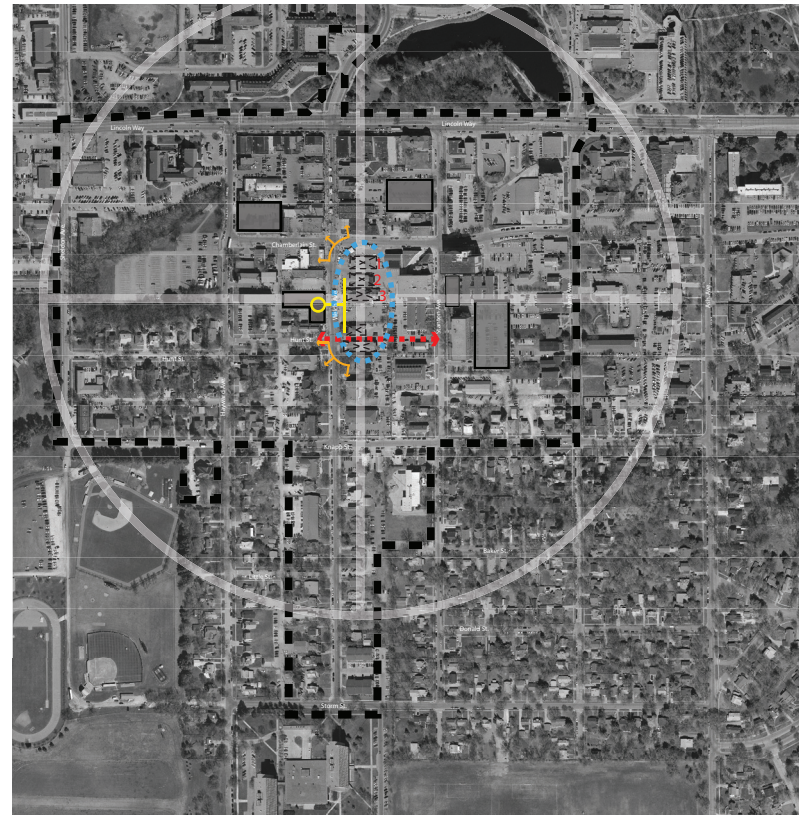
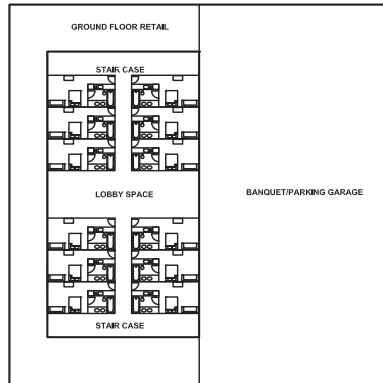


Figure 5-20

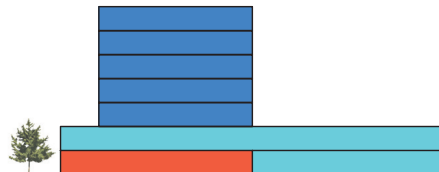
LEGEND

- General Area of Hotel
- Demolished Building
- 1 T-Galaxy
- 2 Post Office
- 3 Battles BBQ/Keg Shop
- View
- Carry Over Mass
- Proposed Through Street
- 1/4 Mile Radius/5-min Wal

CONCEPTUAL HOTEL PLAN



Conceptual Layout of Hotel
1" = 80'



Section through Mixed Use Hotel on Welch
1" = 80'

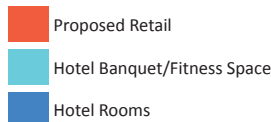


Figure 5-21

Conceptual Hotel Design Configuration:

Using the Hotel Vetro in Iowa City will be a helpful example for design elements, dimensioning, and programming within the hotel in Campustown. The Hotel Vetro consists of 56 rooms, 15,000 square feet of banquet space and meeting rooms, and a 4,800 square foot open-air roof garden (<http://www.hotelvetro.com>, 2008). With the MU Hotel containing 52 hotel rooms, a number in this range would be appropriate for a proposed hotel in the district.

Building height is probably the most important element to consider for the hotel. Building heights should not exceed the approximately 100' high Cyclone Plaza Tower and Legacy Tower. The hotel should be designed compactly with parking adjacent to the structure. Access and visibility should also be highly regarded as important elements to consider. If the pedestrian mall is developed within this plan, the hotel should front both a pedestrian street as well as a vehicular street. Hotel Vetro in Iowa City functions in this way by provided vehicular access on Linn and pedestrian access only on the north side of the structure. If no pedestrian mall is developed in this plan, the hotel should still be a highly visible structure in the most dense and active portion of Campustown. With this in mind, a hotel located on Welch between Hunt and Lincoln Way would be applicable.

Hotel Characteristics:

60 Rooms

Banquet and meeting rooms = 15,000 sf.

Fitness area 1,250 sf. pool size 150 x 60

Parking- ample parking should be provided for the hotel structure and its amenities (restaurants, shops, etc) located at the ground level.

25,250 total sf. for amenity space.

Much the same as Hotel Vetro, the Campustown hotel will include a small kitchen within each room.

Hotel Location Rationale:

A hotel located within Campustown should have high visibility and be in the nearest proximity to shops, bars, and restaurants. This diagram illustrates the one-half block on the eastern portion Welch which would cater well to a new hotel. A hotel located here would greatly increase the aesthetics along the east portion of Welch; increase foot traffic necessary to support nearby businesses; and, cater well for visitors of both the university and Campustown.

In its current state, this portion of Campustown is in the need of the most design intensive facelift. T-Galaxy Sports Wear (1), the Post Office (2) and Battles BBQ/Keg Shop (3) are all worthy of demolition in order to make way for stronger and better designed program elements. Additionally the two buildings highlighted in this diagram may also have to be demolished in order to facilitate a large hotel.

Another important concern about locating a hotel in this location would be the limited cross flow circulation that occurs on Hunt Street. As mentioned with the pedestrian mall analysis, continuing Hunt Street east to connect to Stanton would greatly increase traffic flow. With the continuation of Hunt, greater access could be provided to a parking garage that would need to be included in the overall scheme of the hotel layout and design.

The massing from the newly constructed Welch Crown Center Building should also be carried over to help redefine an aesthetically pleasing streetscape. The massing of this entire block should be consistent and without gaps. Parking should be located behind the hotel and any other structures located in this location.

A quarter-mile walking distance (5-minute walk) was also examined to understand the walking times associated with this proposed location for a hotel. Basically, the entire site of Campustown (with the exception of the southern terminus of Welch) is included in this walking distance. The southern edge of ISU's campus is also partially included in this quarter-mile distance.

Hotel Placement Location:

Locating the hotel in this location presents many opportunities. The most important opportunity is its high visibility on Welch and its relationship adjacent to Stomping Grounds. Furthermore, the hotel would help create a strong edge relationship with the Welch Crown Plaza Building, which would enhance the pedestrian experience on this portion of Welch. Buildings would have to be constructed in order to help mask the parking garage situated behind the building. This plan assumes Hunt would continue east and connect to Stanton. The through street of Hunt would create access for a parking garage just east of the proposed hotel. A similar arrangement could be constructed on the corner of Welch and Chamberlain. However, this location might benefit more if an open space were provided.



Figure 5-22

LEGEND

- Hotel
- Proposed Building
- Parking Garage
- Demolished Building
- Proposed Through Street View
- View

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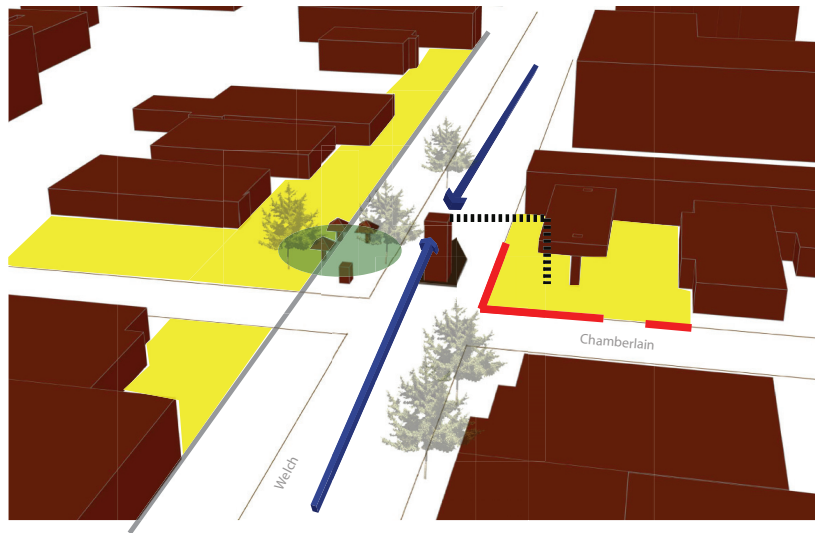


Figure 5-23

LEGEND

- Campus Court Park
- View
- Proper Setback Line
- Existing Setback
- ■ ■ Competing Heights

WELCH AND CHAMBERLAIN ANALYSIS

Area Description:

This area functions as the heart of Campustown. It is often the stage for VESHIEA celebrations (mostly prior to the 2004 riots – most celebrations now take place on central campus). Vehicular speed is slow and pedestrians often dominate this space in no particular order of flow. The primary uses within this area include the Kum and Go gas station. The gas station functions primarily as a convenience store, especially for alcohol purchasing after bars close at 2am. The gas station actually functions poorly to get gas. The red lines represent curbs where circulation for vehicles is limited. Cars must pull in and back out to get gas.

Setback:

Setbacks at this particular location begin to become inconsistent and have little defining order. This is particularly troublesome considering Chamberlain and Welch could be considered the central location of Campustown.

Competing Heights:

The miniature campanile competes with Kum and Go's canopy structure for a dominant central feature. Because of its larger mass, the gas canopy ultimately dominates the space as the central element.

Views:

Views from Welch Avenue, particularly from a vehicle, focus on the miniature campanile. This creates a positive experience while approaching the central intersection from the north and south. However, the experience is diminished to little aesthetic quality when at the intersection because of large setbacks and the gas canopy. Additionally, trees lose the repetitive rhythm they create on the north and south portions of Welch.

Campustown Court:

The landscaped space of Campustown Court is poorly defined and contains little if any aesthetic value worth retaining. Railroad ties are used as planting beds and a often over-filled rusted steel garbage can is placed within the space. Benches and the umbrella structures are made of wood that have been rotted over the years.

Campanile:

The miniature campanile functions well for traffic calming. Lanes narrow to about 12' in width in this area. Often times pedestrians control the overall traffic flow of this intersection, and much credit should be paid to the campanile structure. Currently, no vegetation is present around the base of the structure or within its curb island.

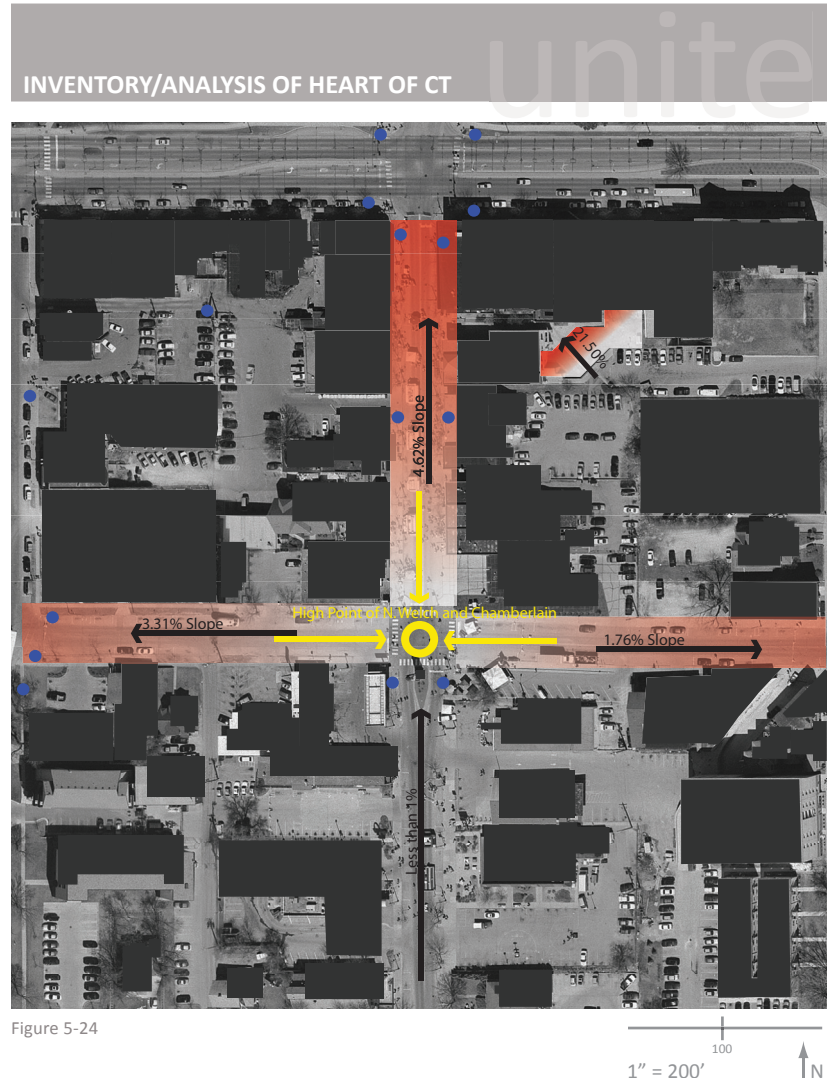
Site Analysis Map Plan View (next page):

This map illustrates the slopes and drainage pickup points throughout the heart of Campustown. Slopes are relatively minimal throughout this portion of Campustown and will pose little limits in regards to designing elements within this space. Welch slopes downward towards Lincoln way more drastically after Chamberlain Street. Water moves quickly down Welch where it is collected at the intersection Welch and Lincoln Way. Because of the minimal distance between Chamberlain and Lincoln Way along Welch, retaining water on Welch might be difficult. More detailed studies will have to be completed in the design process of this report in order to determine if BMPs could actually benefit the water quality before reaching the pickup points at the bottom of Welch.

Conclusions:

Welch and Chamberlain are the heart of Campustown. This area needs a massive facelift that should be representative of Iowa State University and the City of Ames. The post office, Keg Shop, T – Galaxy Clothing, and Battles BBQ are buildings which break the set back, do little to define space, and represent a poor overall aesthetic. Buildings could be cleared to help reshape a strong and defined edge to help reinforce the intersection as the heart of Campustown. It is extremely important that the Kum and Go gas station be removed. But it should be noted that presence of a 24 hour convenience center should be located with the heart of Campustown to take the stations place.

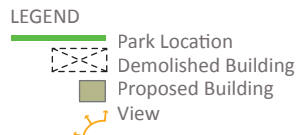
Providing a needed open space within this area is also important. Currently, the Campustown Court open space is dysfunctional and provides little amenities that are worth keeping. A large landscaped space should be provided in this area to enable citizens and students to gather for festivals, events, concerts, and other programmed events. This space should also function year-round. Activating this space in the winter and summer months is extremely important. Possibilities could range from an ice rink to a large open lawn for events.



PARK PLACEMENT LOCATION ANALYSIS



Figure 5-25



PARK CONCEPTUAL DESIGN

Campustown is void of a well designed urban park. Adding a park to this area will greatly increase the possibilities of passive activities, socialization among all age groups, positively increasing the visual appearance of Campustown, and increase the amount of programming activities within and around the park. Placing a park in this location will hopefully act as a catalyst for future development and positive design.

The space configured in this diagram for the park is approximately 39,000 square feet. The programming of the park is vital to the success of the park itself, as well as the Campustown area. The intention of the park is to attract all users of all age groups. Designing a space that is too small will limit larger gatherings of groups and activities and drastically limit the amount of programming possibilities within the park. Designing the park at its proposed size allows ample space for large program elements to take place.

One major consideration for the park is a 85' x 200' college size ice rink. Adding an ice rink will allow year long use throughout the winter months. During the warmer season, the rink could easily be converted into a simple grass lawn for other programmed activities as well as passive activities. Further, Iowa State's Hockey team could hold special games on the ice during the Hockey season to help promote the park and the team.

The space was selected for several other reasons other than serving as the heart of Campustown. Buildings located on the eastern portion of Welch in this location are worthy of remodeling or complete demolition. In order for a park to serve the public needs, new form will have to boarder the park and the current buildings lack almost any type of positive form or aesthetic. The slope is minimal on the southeast corner of Chamberlain and Welch. This will enable simple design for ADA standards and work well for the proposed ice rink.

3D ANALYSIS OF CONCEPTUAL PARK SPACE

This diagram illustrates important characteristics that must be considered to create a park that is comfortable, visible, and well defined. The most important consideration is to give form to the edges of the park. The diagram locates buildings along the eastern portion of the park. These buildings help mask the back sides of structures located on the western edge of Stanton Street. Additionally, the Kum and Go gas station should be removed and replaced with a new structure(s) (mixed use convenience store) to help define the western most edge of the park. One important consideration is that the storefronts along the eastern portion of the open space are pedestrian only. No immediate vehicular access would be possible for these structures. Thus, these stores should cater to park needs and foot traffic only. For instance, skate shops and restaurants would work well with this arrangement.

Climate also plays a large role for the design of this park. Cold northerly winds during the winter months should be blocked by using street trees and any other landscape element that allow visibility but also diminishes winds. Allowing a southern exposure will be more difficult when attempting to give the park some sort of defined southern edge. The building in this space should be designed to allow the maximum amount of winter sunshine to penetrate the space

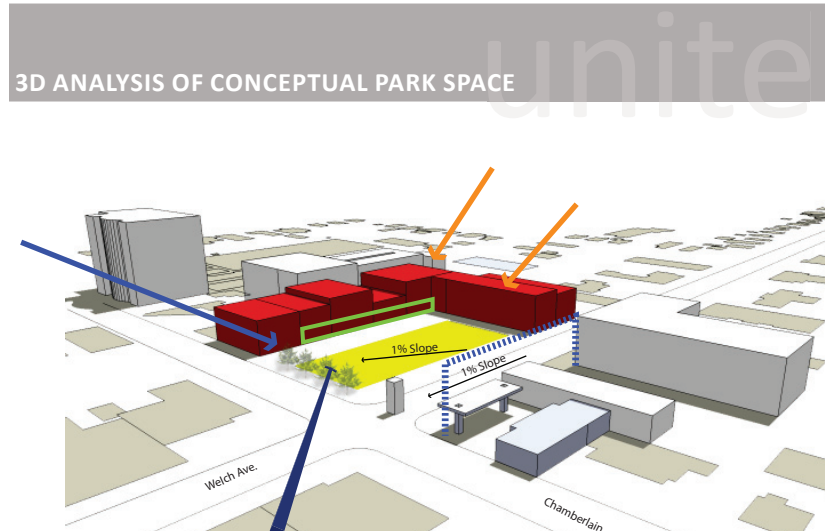


Figure 5-26

LEGEND

-  Pedestrian Access Only
-  Winter Winds
-  Summer Winds
-  Proposed Building Height

WELCH AND LINCOLN WAY ANALYSIS

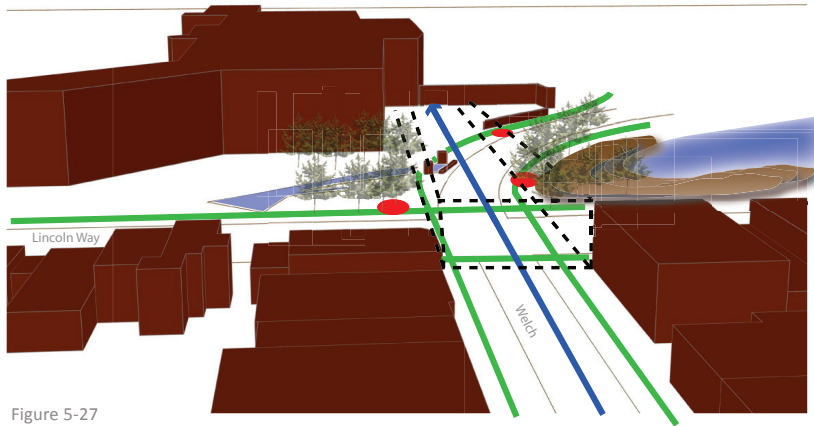







Figure 5-27

LEGEND

-  Berms/Grading
-  Bus Stop
-  Pedestrian Paths
-  View
-  View Frame

WELCH AND LINCOLN WAY ANALYSIS

Area Description:

This area represents the main entrance to Campustown from Lincoln and a primary entrance for visitors entering campus. Welch Ave in this location functions as the primary link between campus and Campustown. The area is bordered by Lake LaVerne to the east, Friley Hall to the west, campus to the north, and Campustown forms the southern edge of the intersection.

Views to the north (campus):

Views, particularly pedestrian viewsheds, focus directly on the service area of Friley Hall. The service area was once the access points for food deliveries to the two main dining halls within Friley (dungeons and windows). Today, however, an updated dining hall has been constructed adjacent to Friley. The new dining hall has absorbed the former dining hall's functions into one consolidated eating area. Views from an automobile also focus on this space.

Pedestrian Circulation:

Pedestrian circulation throughout this area is very fluid and organized. The speed limit on Lincoln Way (30mph) creates no perceived sense of danger.

Bus Transit:

This area is heavily utilized by bus routes. Buses run north and south on Welch, with a main bus stop along the screen wall of Friley, to the west of Lake LaVerne, and at the southwest corner of Lincoln Way and N. Welch.

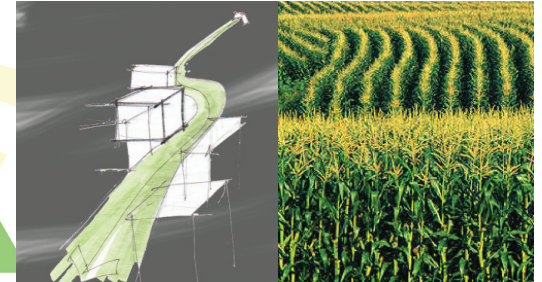
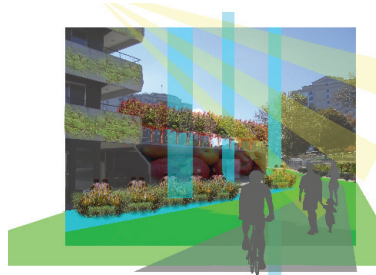
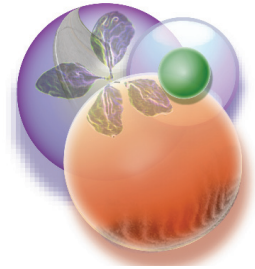
Conclusion:

This entrance into campus functions as one of the primary entry points (three total on the south side of campus) to campus buildings and facilities. The entrance is missing any defining feature that illustrates to visitors that they are entering/exiting campus. Including an entrance element would help define the physical link between campus and Campustown.

Additional improvements could be made to Papa's Corner, the bar/restaurant located on the southeast corner of Welch and Lincoln. In its current condition, the corner building has no windows on the west side (facing Welch) and contains a poorly kept staircase which leads to the basement. Other landscape elements such as lights and paving patterns could be used and carried throughout Welch within campus and Campustown.

section six:

t h e o r e t i c a l t r a c i n g



INTRODUCTION TO SECTION SIX

The second half of the report begins by laying a loose framework for the conceptual design of Campustown.

In order to help discover a range of design possibilities in Campustown, two contemporary landscape architecture theories were studied. Nan Ellin's *Vulnerable Urbanism* and Stan Allen's *Mat Urbanism: The Thick 2-D*, were used to create loose conceptual designs within the Campustown district. *The following designs and renderings do not necessarily represent a completed design for Campustown.* Instead, these renderings were constructed to help discover possibilities for final design detailing within the district. The renderings are meant to capture the culture, perceived future, and year-round use of Campustown.

Each rendering will be accompanied with a detailed description of its relationship to Ames or Campustown, Iowa State, and the appropriate theoretical reading.

t h e o r e t i c a l t r a c i n g

DEFINING THE READINGS

Vulnerable Urbanism by Nan Ellin Highlights many interesting points regarding boundaries. Boundaries are places where there is an, “essential unfolding” (Ellin, 2001, 122) of space. The boundary in terms of Campustown is space within the district, its relationship to ISU’s campus, the City of Ames, and outlying residential districts adjacent to Campustown. The boundaries of Campustown should be embraced and fluid. Ellin describes vulnerable urbanism as, “Emphasizing process rather than product, relationships (or context) rather than isolated objects, and complementarity rather than opposition.” (Ellin, 2006, 224).

Mat Urbanism: The Thick 2D by Stan Allen describes that mat building should, “not articulate or represent specific function, but rather to create an open field where the fullest range of possible events might take place” (Allen, 2001, 122). Using this idea will help to develop renderings that offer a host of activities for users.

This portion of the report highlights five different conceptual ideas for Campustown. Each concept relies heavily on ISU and Ames’ historical roots, while also developing ideas of sustainability throughout the district. The following concepts include:

1. *Dinkey path and park location*
2. *Park as a catalyst*
3. *Park and hotel design*
4. *Alley design*
5. *Summer/winter design*

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DINKEY PATH AND PARK LOCATION

DINKEY PATH AND PARK LOCATION

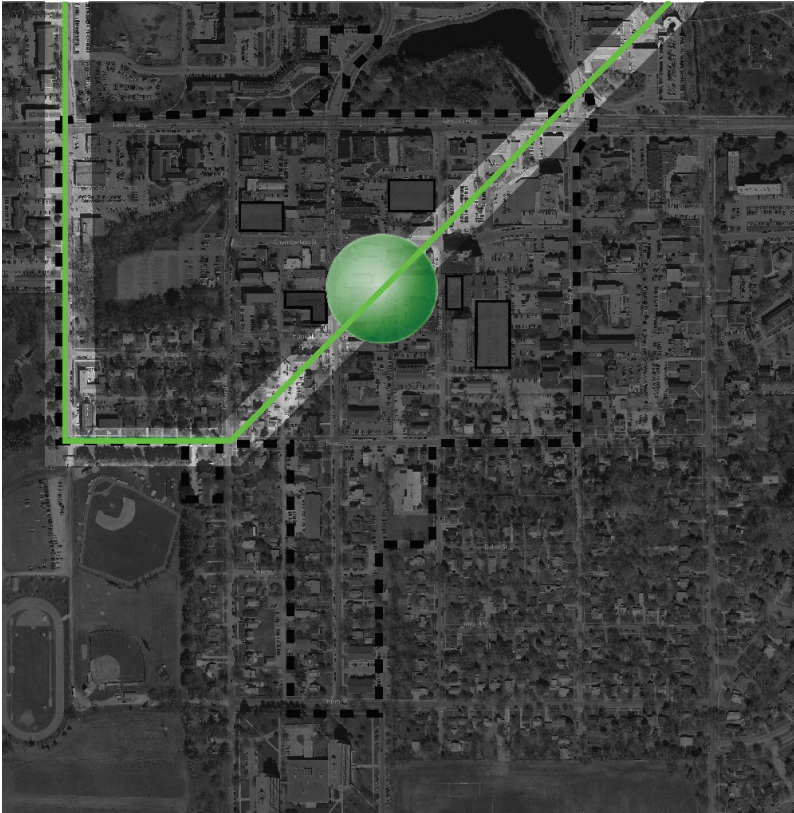


Figure 6-1 - Loose scaffolding alignment of the conceptual master plan

The Dinkey was the former street car in Ames that would carry passengers from downtown Ames to Iowa State's campus. The path expanded several times over its short history and passed through the central portion of what is present day Campustown. The transit line was discontinued in 1929 after 38 years of service.

Mat Urbanism suggests the fundamental urbanist question is, "how to give space to the active unfolding of urban life without abrogating the architect's responsibility to provide some form of order. Mat building instead proposes a loose scaffolding based on the systematic organization of the parts." (Allen, 2001, 122). The conceptual master plan for Campustown (Figure 6-1) relies directly on the former Dinkey line as a "loose scaffolding" to allow development to take shape in space adjacent to the line. The park space is simply located in the center of Campustown to allow a zone of activity to develop.

PARK AS A CATALYST

Ellin claims that vulnerable urbanism, “..allows things to happen, things that may be unforeseen...applied to existing built environments as well as new development, these interventions may have a tentacular or domino effect by catalyzing other transformations.” (Ellin, 2006, 224-225). Following Ellin’s theory, the park space along the Dinkey line would act as a catalyst for the entire Campustown district (Figure 6-2). The park would function as the heart of Campustown where a wide variety of activities and events take place. Once the park is designed in this location, adjacent uses can begin to play off the park’s main role as a gathering place for all citizens of Ames. Uses and elements that all users frequent would be located adjacent to the park to further enhance the overall character and vitality of Campustown.

PARK AS A CATALYST

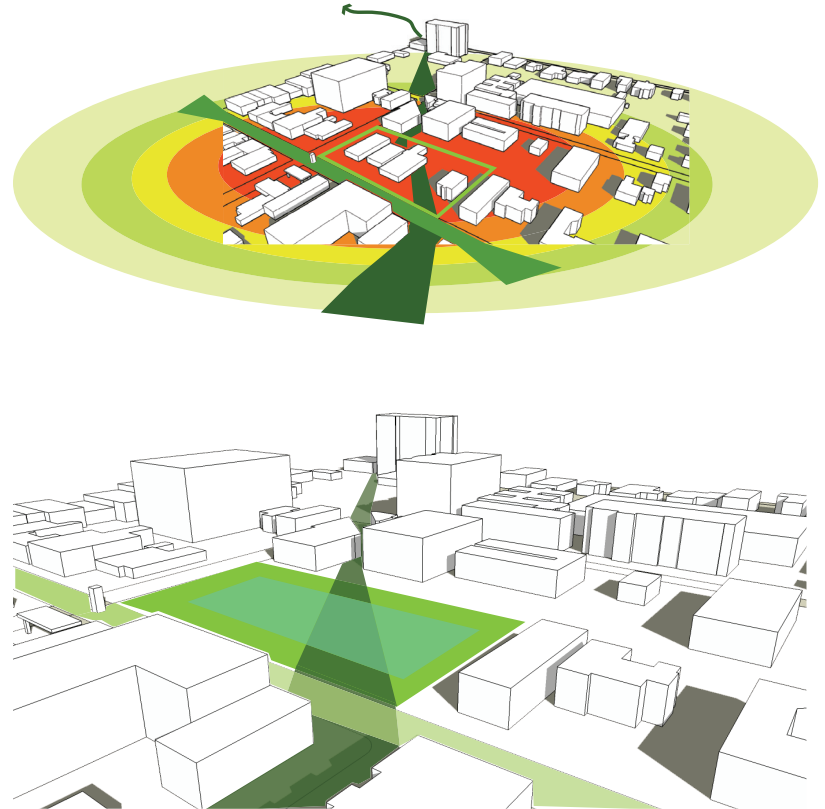
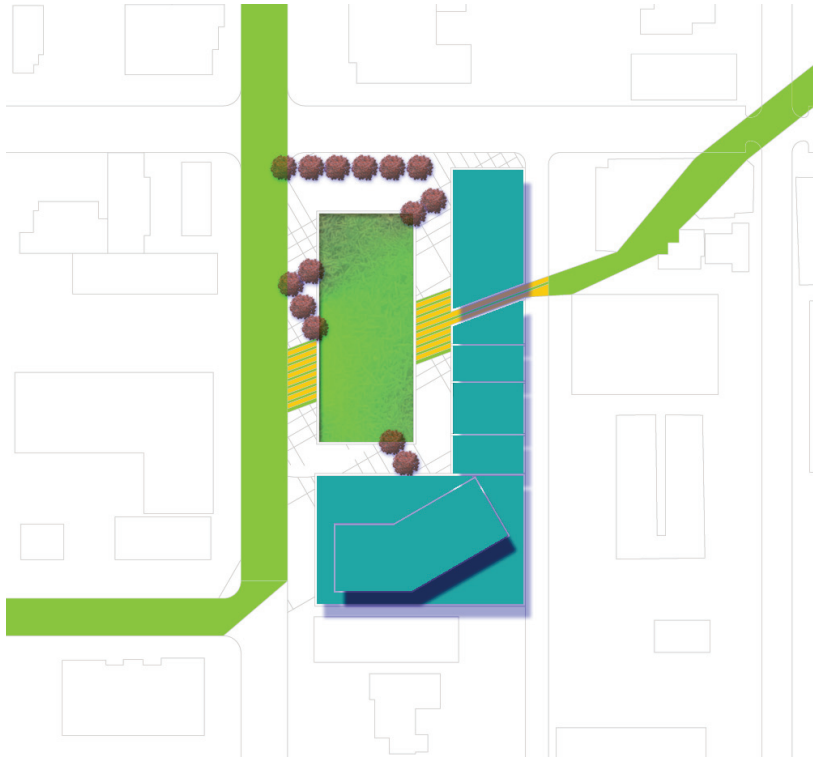


Figure 6-2 - Conceptual development of the park as a catalyst along the former Dinkey path

PARK AND HOTEL DESIGN



PARK AND HOTEL DESIGN

Creating a park space that allows a range of uses ideas and concepts that relate to ISU, Ames, and Iowa enables an open-ended design. The space is conceptually designed with a hotel and large green grass space (Figure 6-3). Paving patterns are designed to represent a typical corn field. The paving is included to lead users to the open green lawn from both the alley space and Welch Avenue. These ideas relate directly to Ellin's thoughts regarding the elimination of boundaries. "...vulnerable urbanism seeks to generate porous membranes or thresholds. By allowing for diversity (of people, programs, construction technologies, and so on) to thrive, this approach seeks to reintegrate without obliterating differences, in fact, preserving and celebrating them," (Ellin, 2006, 226).

The green lawn, because of the incorporation of the alley space and simplistic paving patterns, allows users to enter the space and form a personalized understanding of the landscape. The path of the Dinkey is embraced instead of being closed in and shut down. Users can walk from Welch through the park into the alley space with little or no physical design elements to limit their circulation.

Figure 6-3 - Conceptual development of hotel and park space

ALLEY DESIGN

Of particular importance in Ellin's reading, she claims that vulnerable urbanism, "aims to build relationships. Our attention thus shifts from objects and centers to the border, boundary, edge, periphery, margin, interstices, and in-between space." (Ellin, 2006, 226). Using the in-between space of the former Dinkey path helps illustrate the ideas established by Ellin.

The Dinkey path is still visually present throughout the majority of the Campustown area. However, the alley space (the Dinkey path) is virtually vacant of any activity. The alley space fails to function for service and has little if no pedestrian activity throughout its disconnected and fragmented circulation route. Using the alley space to help develop activity will create an, "essential unfolding" of the Campustown area (Ellin, 2006, 227).

Allen also shares similar ideas of conceptual design when he states that mat building, "...is not to articulate or represent functions, but rather to create an open field where the fullest range of possible events might take place." (Allen, 2001, 122).

The alley design throughout Campustown is meant to create several possibilities that can take shape throughout the space (Figure 6-4 and 6-5). Ideas such as incorporating prairie plants, bioswales, rooftop gardens, and sidewalks throughout the alley will allow a range of possible activities to occur throughout the circulation route. Storefronts and street vendors can begin to occupy the alley to create a district that offers the widest and most varied arrangement of shopping and eating experiences.

ALLEY DESIGN - STANTON/CHAMBERLAIN

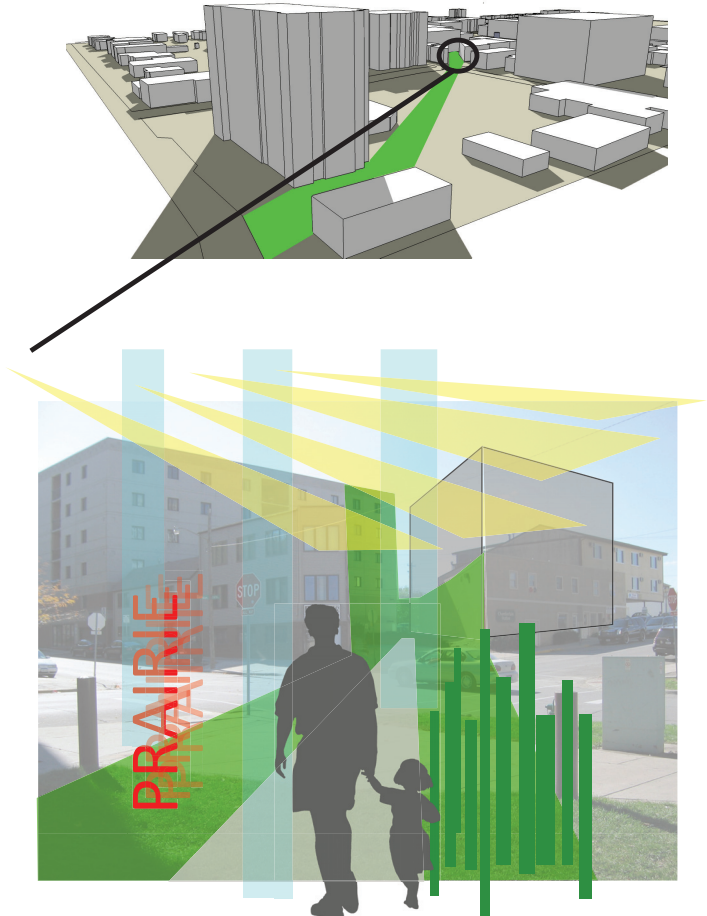


Figure 6-4 - Conceptual development of alley space

ALLEY DESIGN - LINN/LINCOLN WAY

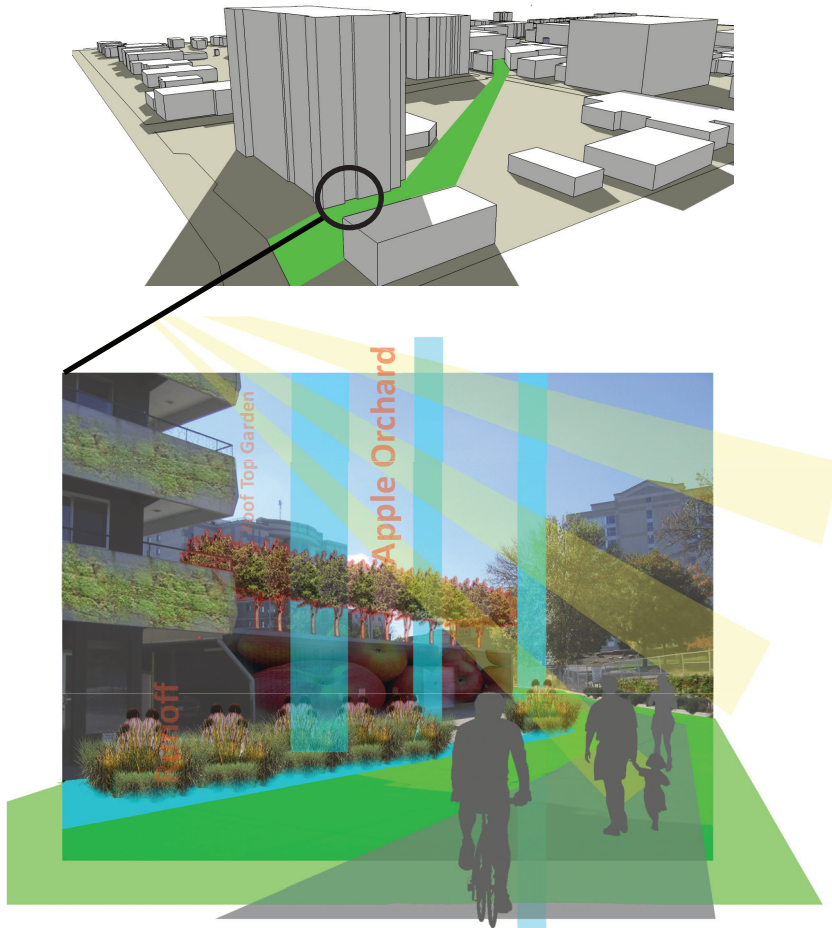


Figure 6-5 - Conceptual development of alley space

PARK DESIGN

The park design is geared to an array of uses across all seasons. Figure 6-6 represents a multitude of events that may occur during the warmer seasons. The park can hold events such as farmer markets, art fairs, and allow a host of passive activities to spontaneously occur. Further, ideas such as bioswales are conceptually designed to function harmoniously with summer uses to help activate the space and create a sense of connection to Iowa's landscape.

The park during the winter months takes on different a character to help develop uses that are typical during the cold season. Activities such as ice skating and ice sculptures would help activate the space and create a uses for all citizens of Ames. (Figure 6-7).

SUMMER PARK DESIGN

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Figure 6-6 - Conceptual development of park space during the summer



WINTER ICE RINK DESIGN

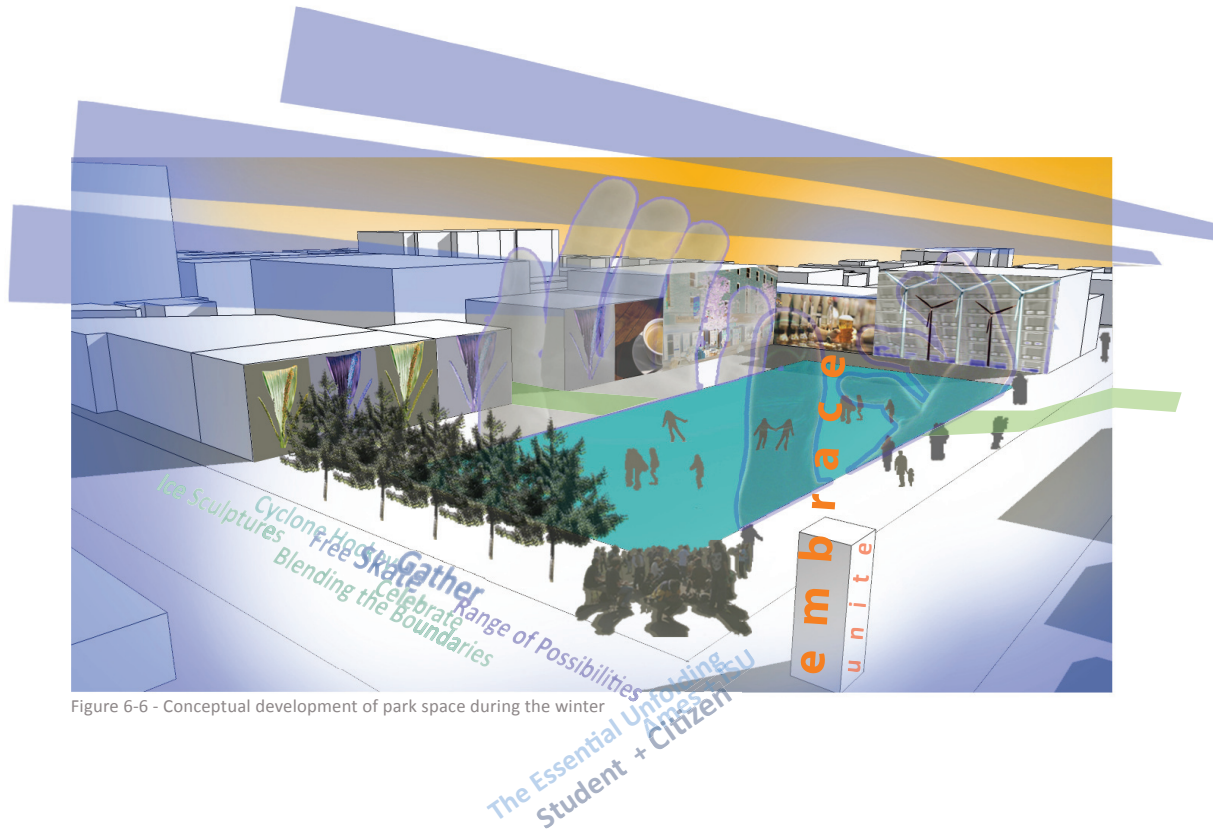


Figure 6-6 - Conceptual development of park space during the winter

section seven:

d e s i g n i n g c a m p u s t o w n



INTRODUCTION TO SECTION SEVEN

Section seven covers the design of Campustown. This section is broken down into three different scales of design:

- A. Designing for the community: a large-scale master plan approach for solving the town and gown relationship. This portion will give a fully detailed report for the master plan and its goals.
- B. Activating Campustown: creating spaces and places for all users of Ames year round. This section investigates the goals and design of the pedestrian mall within Campustown.
- C. Discovering the roots: entering the pedestrian mall and its roots in sustainability, ISU, and Ames. This section will describe the gateways into the pedestrian mall and how they relate to Iowa State, Iowa, and Ames' historical roots in agriculture and sustainability.

d e s i g n i n g c a m p u s t o w n

A. DESIGNING FOR THE COMMUNITY: A large-scale master plan approach for the town and gown relationship

The town and gown dilemma has led to the lack of investment, poor physical appearance, and lack of diversity (both in terms of age and retail) within Campustown. These elements are complex and require a substantially large plan to reverse the negative perceptions and physical appearances of Campustown. Although this effort will require collaboration between city and university officials, the intent of this portion of the report is to provide a master plan for the district. The main goals of the master plan master plan process include:

1. *Defining the existing nodes within Campustown*
2. *Proposed anchor nodes*
3. *Defining the existing districts within Campustown*
4. *Defining the proposed neighborhood structure within Campustown*
5. *Completely reinventing the Campustown area*

It is also important to consider the functionality of Campustown within the existing infrastructure of the area. This portion of the report diagrams proposed changes and how they have positively enhanced the overall district. These changes relate directly back to the goals of the master plan and include:

1. *An efficient circulation system*
2. *A well defined Lynch Analysis of the master plan*

To accomplish these goals, all components of the area must be considered and embraced. Figure 7.1 illustrates the idea that the master plan will encompass the City of Ames, ISU, Campustown, and a pedestrian mall. Without considering these elements, a master plan for the district would have little effect on reversing the negative town and gown relationship in Ames.

DESIGNING FOR THE COMMUNITY

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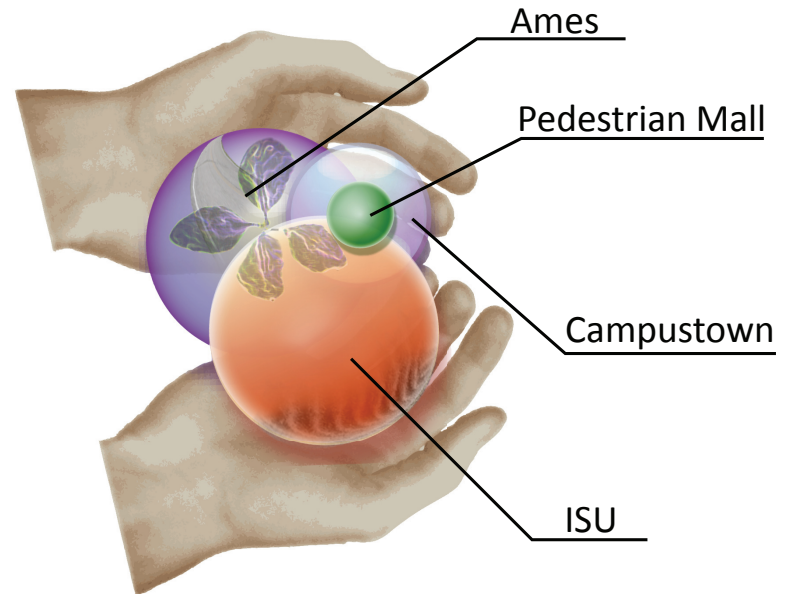


Figure 7-1

DESIGNING FOR THE COMMUNITY

GOAL ONE: *Defining the existing nodes within Campustown*

It is important to represent the lack of existing nodes or anchors within the district. Showcasing the existing nodes will help illustrate the lack of defining attractors within the area.

Because of the lack of existing nodes, Campustown fails to attract a wide variety of users throughout the year (Figure 7-2). Currently, the Kum and Go station functions as the area's only node. This node is primarily used by only the student population. The station functions as a prime location for alcohol purchases after bars close at 2am. Relocating the gas station within the district boundaries will help redefine the heart of Campustown while still providing services to students and residents.

DESIGNING FOR THE COMMUNITY

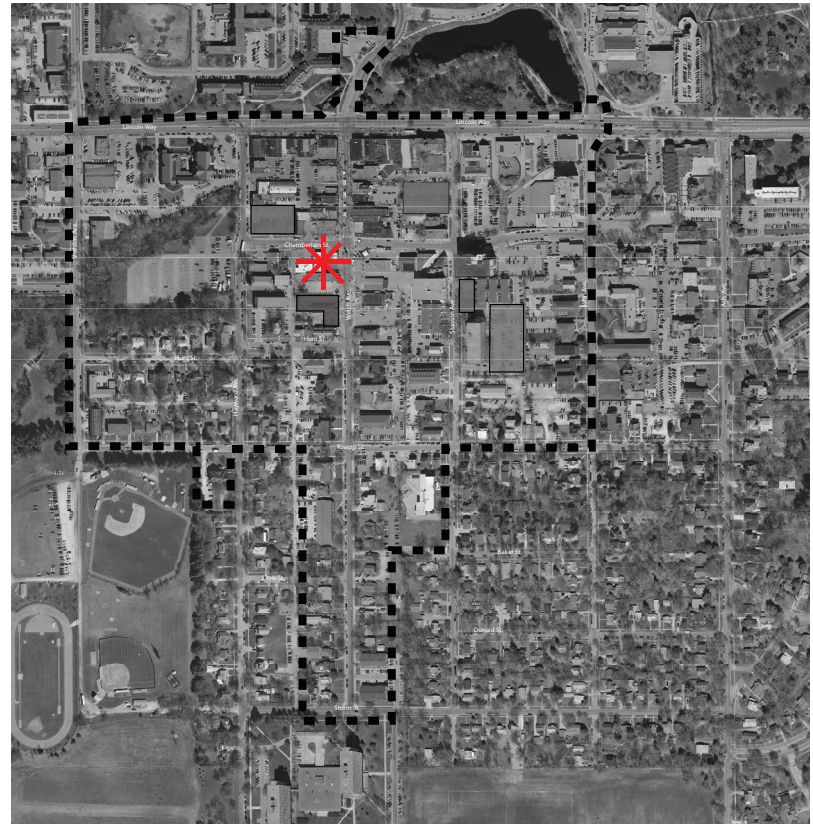


Figure 7-2 - Existing Nodes

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1" = 800'
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DESIGNING FOR THE COMMUNITY

GOAL TWO: *Proposed anchor nodes*

Incorporating new nodes within the district will help attract users from a wide variety of ages and at different times of the year. Strengthening Campustown by using a park/hotel (1), dorm (2), recreation center (3), and the ISU Sustainable Agriculture Building (4) will help support all edges and boundaries of the district. Because the node uses are different, each node will attract a different user, supporting an active arrangement of pedestrian circulation, time of use, seasonal use, and age use.



Figure 7-3 - Proposed Nodes



GOAL THREE: *Defining the existing districts within Campustown (figure 7-4)*

The most important consideration is the single-family home conversion. Nearly every single-family home within the study area has been converted to apartments and is renter occupied. The overwhelming abundance of strictly student rentals has almost completely eliminated the opportunity for residents to reside in the area, which creates the effect of a student ghetto.

The enclave of students is the root problem for the negative town and gown relationship. Parties within the area are tolerated by student residents and often spill over from one house to the other within the district. The most destructive of parties took place at the 2600 block of Hunt Street, where approximately 400 students were celebrating VEISHEA. The party ultimately led to the 2004 VEISHEA riot.

Shortly after the riot, ISU President Gregory Geoffroy stated, "I believe that we now seriously have to address the future of VEISHEA, including a consideration of whether it should continue." Business owners also held similar views, "I would like to see VEISHEA end. The kids get drunk, have fun, destruct, and the city and the businesses have to pay for it the next day," said Jennifer Doty, former manager of the Ames Vogue Vision Center (P. Kim Bui, Iowa State Daily, 19 April, 2004). The following year VEISHEA was cancelled. VEISHEA returned in the spring of 2006, where it took place entirely on Iowa State's campus.

While the student ghetto district greatly influences the overall sense of place and aesthetics of the area, other districts also shape Campustown. What is important to note about these districts is they lack any cohesion or attempt to develop a similar character or sense of place. For instance, the recent development of highrise construction has created a drastic difference in human-scale. The spatial relationship between landscape and architecture has been compromised, which has resulted in a poorly defined street and pedestrian atmosphere. Other districts, such as the church district, contains figural buildings and facades. Yet, these elements are not carried through surrounding architecture, which has resulted in a hodgepodge of style, architectural elements, and theme.

DESIGNING FOR THE COMMUNITY

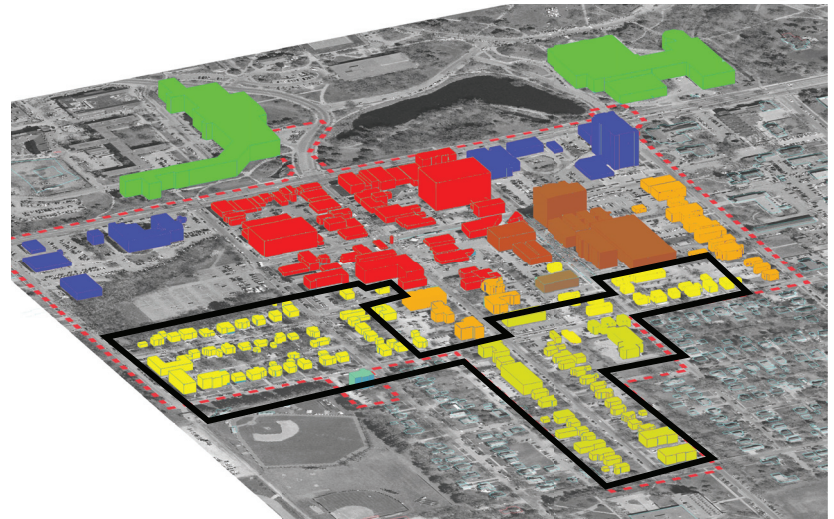


Figure 7-5 Apartment complex where the VEISHEA riot of 2004 began. Photo by Meessmann



Figure 7-6 Subpar living conditions are present throughout the student ghetto. This rental unit fronts the alley west of South Welch and has limited occupancy the past eight years, often times remaining unoccupied. Photo by Meessmann



Figure 7-7 Vacant retail storefront in the student ghetto. A testament the lack of support and quality of services provided within the district. Photo by Meessmann

Figure 7-4 - Existing Neighborhood Structure
LEGEND

- ISU/public use
- Civic/church
- Campustown core
- Greek influence
- Highrise district
- South Welch residential
- East/West Hunt Street residential
- Student ghetto

DESIGNING FOR THE COMMUNITY

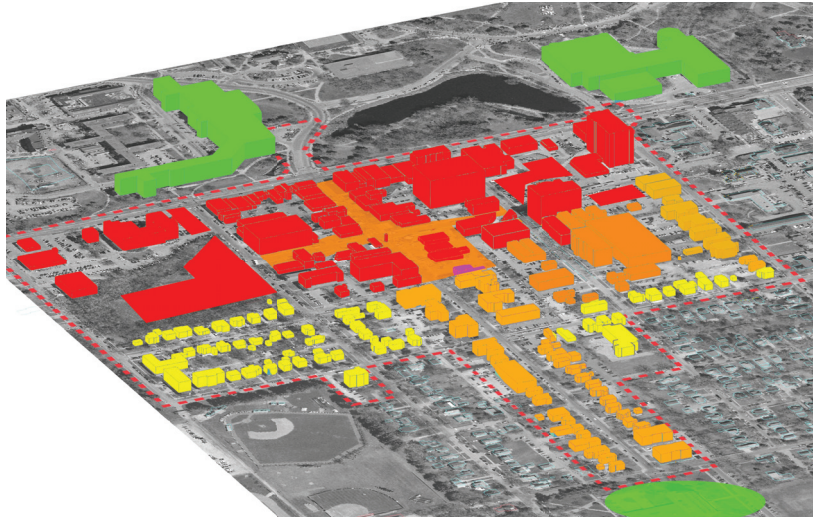


Figure 7-8 - Proposed Neighborhood Structure

LEGEND

- ISU/public use
- Campustown core
- Medium density residential
- Low density residential/transition

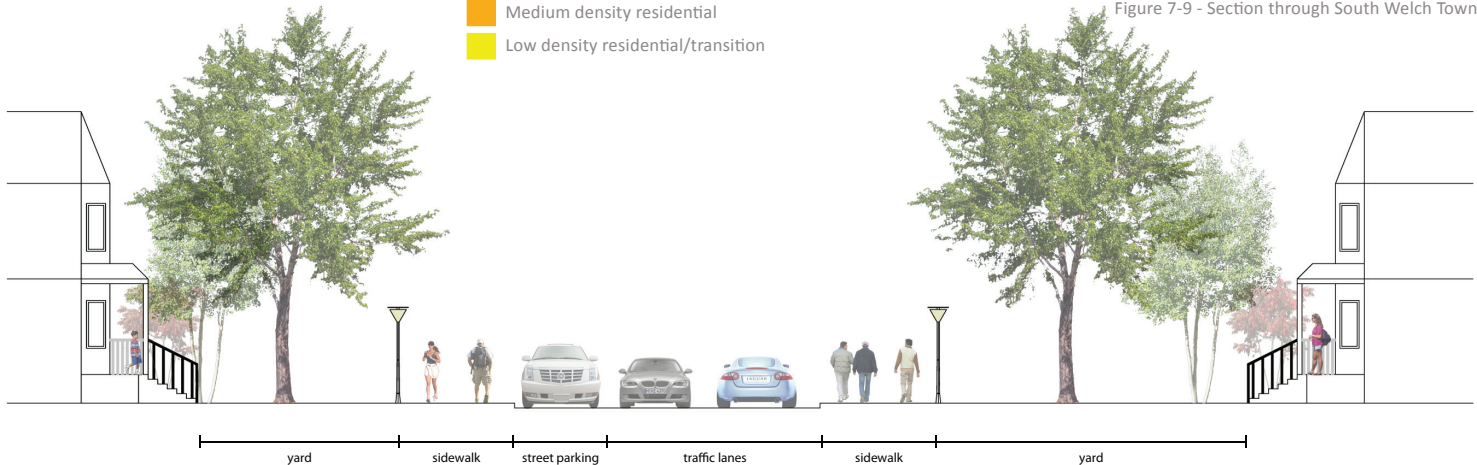
GOAL FOUR: *Defining the proposed neighborhood structure within Campustown (figure 7-8)*

Creating seamless transitions between districts will help redefine the sense of place within the district. Further, these proposed neighborhood districts will establish a defined boundary for the Campustown area to properly grow in the future.

Of particular importance, the South Welch and East Hunt Street area, the student ghetto district, must be recreated in order to increase permanent residents above the typical college age. These areas will include a mix of town home designs (figure 7-9) that offer a range of rental prices, ownership options, and home size to increase the possibilities of permanent residents to reside in the area. Allowing a range of residents in the area will help increase interaction among students and citizens, which would reverse the negative perceptions of the current town and gown relationship.

The Campustown core would also be refined. This area would allow a mix of uses and an increase in density to enhance use throughout the year. While highrise development has been a recent dilemma in the area, the Campustown core area would be the only area allowing new highrise development. No buildings over eight levels will be permitted in order for the area to remain at a scale that is appropriate to human use and activity at street level.

Figure 7-9 - Section through South Welch Town Homes
1"=20'



GOAL FIVE: *Completely reinventing the Campustown area*

Because Campustown faces drastic negative perceptions (alcohol, parties, strip clubs, poor aesthetics, etc), It is important to produce a plan that offers the most visionary solution. Campustown will most likely undergo changes in the coming years and by laying out a master plan that offers the most possibilities, the broadest range of ideas and concepts can arise.

The master plan will support a community of interaction among all citizens of Ames. The Campustown area will be a place for citizens and students to live, work, play, relax, and celebrate the rich history of Ames, ISU, and Iowa. It is important to note that all the programming elements (ie. recreation center, dorm, etc.) work in cohesion to create a district that fosters interaction. Each programming element was specifically incorporated into the plan based on the extensive case study research. All the programming elements are meant to support the broader master plan to help create a district that will enable all users to interact and unite long into the future. Because each programming element is dependent upon each other, the elimination of one program element would greatly decrease the successes of another.

DESIGNING FOR THE COMMUNITY

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Figure 7-10 - Master Plan

1" = 650'
325'
N

FUNCTIONALITY OF THE MASTER PLAN: *Defined land use*

DESIGNING FOR THE COMMUNITY

Land use throughout Campustown has been refined and strengthened to support the original goal of reversing the negative town and gown relationship. As previously mentioned, program elements such as the Hotel and recreation center are located within the center of the plan and on the periphery to help define the area's boundaries and help enhance the sense of place.

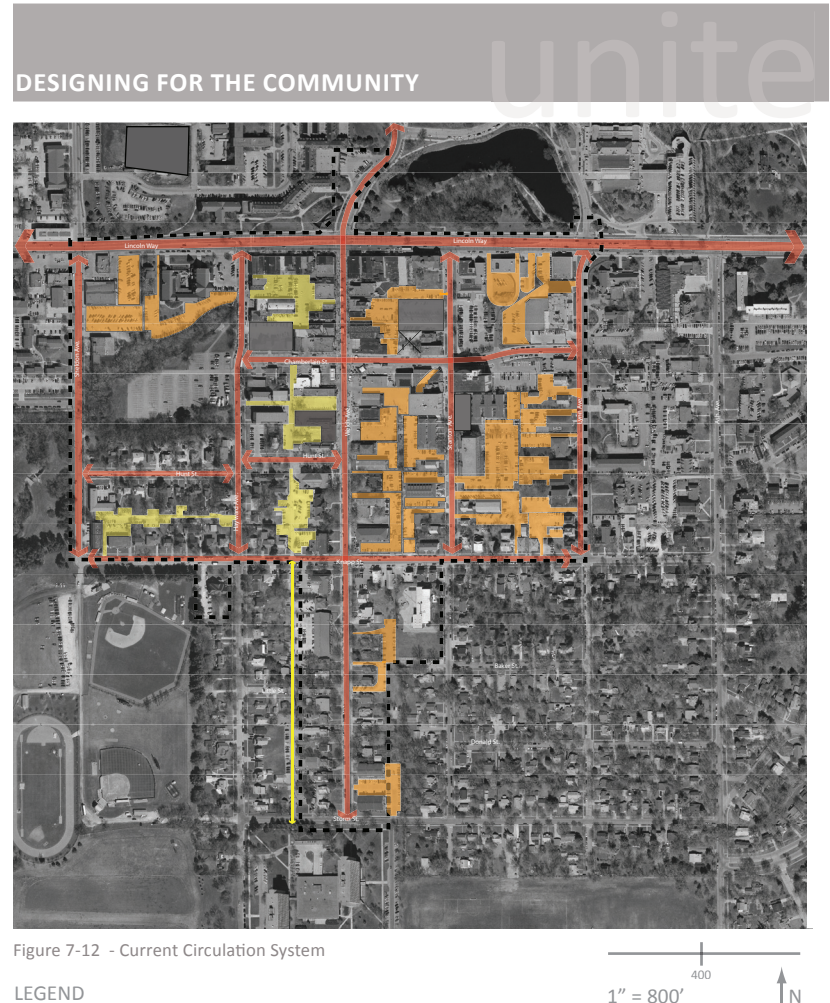
Important services have also been relocated within the district to retain safety and convenience. The Kum and Go Gas Station has been relocated to East Chamberlain. This allows vehicular traffic to still use the station while retaining the convenience store within the overall district. The fire station has been relocated to the corner of Lincoln Way and Hayward to provide needed fire safety within the Campustown neighborhood and beyond.

Additionally, new buildings within the pedestrian mall area are mixed use. This will help increase the activity within the core of Campustown and provide places for students and residents to reside.



FUNCTIONALITY OF THE MASTER PLAN: *An efficient circulation system*

As previously stated in this report, several existing circulation systems limited vehicular movement of the district. Most notably, the alley between Welch and Stanton was severely disconnected and limited vehicular movement north and south. Limited circulation on this alley creates an inefficient circulation system of service access points and parking. Further, the general parking areas for apartments and businesses within the eastern portion of the site is also disconnected. The overall result has led to a circulation system that limits movement and services and further illustrates the lack of cohesive planning in the district (Figure 7-12).



DESIGNING FOR THE COMMUNITY

The proposed circulation system greatly enhances the overall mobility of pedestrians, vehicles, and service entries throughout the district. Buildings fronting the pedestrian mall have space provided at the rear for service access. Additionally, the alley system within the eastern portion of the site has been completely refined to allow efficiency in terms of parking and service access.

Other important circulation systems have also been included. Hunt Street has been expanded east to connect to Stanton. This will allow greater connectivity and circulation around the southern border of the pedestrian mall. Little Street has also expanded east to connect to Stanton Avenue. The expansion of Little Street will allow for greater movement (both vehicular and pedestrian) in the South Welch neighborhood and allow greater connectivity to eastern neighborhoods bordering the Campustown district.

Because of the incorporation of the pedestrian mall, greater vehicular traffic will accumulate at Stanton and Lincoln. An added signal has been included at the intersection of Lincoln Way and Stanton to increase safety for pedestrians and vehicles. The added signal will decrease traffic speeds before entering the borders of the pedestrian mall block of Hayward and Stanton.

It should also be noted that the bus circulation system borders the pedestrian mall and travels north and south on South Welch. The added improvements to the bus transit routes will help increase mobility to users of mass transit.



Figure 7-13 - Proposed Circulation

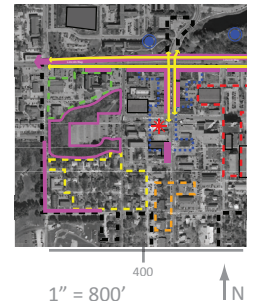
FUNCTIONALITY OF THE MASTER PLAN: *Existing Lynch Analysis*

As mentioned previously, Campustown lacks any significant nodes. Kum and Go gas station exists as the districts only defining node, which is heavily utilized primarily by students only. Paths throughout the Campustown district are poorly defined. Most paths throughout the area are chaotic and often traverse large surface parking. One last important detail to note from Figure 7-14 are the districts. While the districts indicated do exist, they are poorly defined and carry little of their aesthetic qualities throughout the remaining portions of Campustown.

DESIGNING FOR THE COMMUNITY

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Figure 7-14 - Current Lynch Diagram



FUNCTIONALITY OF THE MASTER PLAN: *Proposed Lynch elements*

DESIGNING FOR THE COMMUNITY

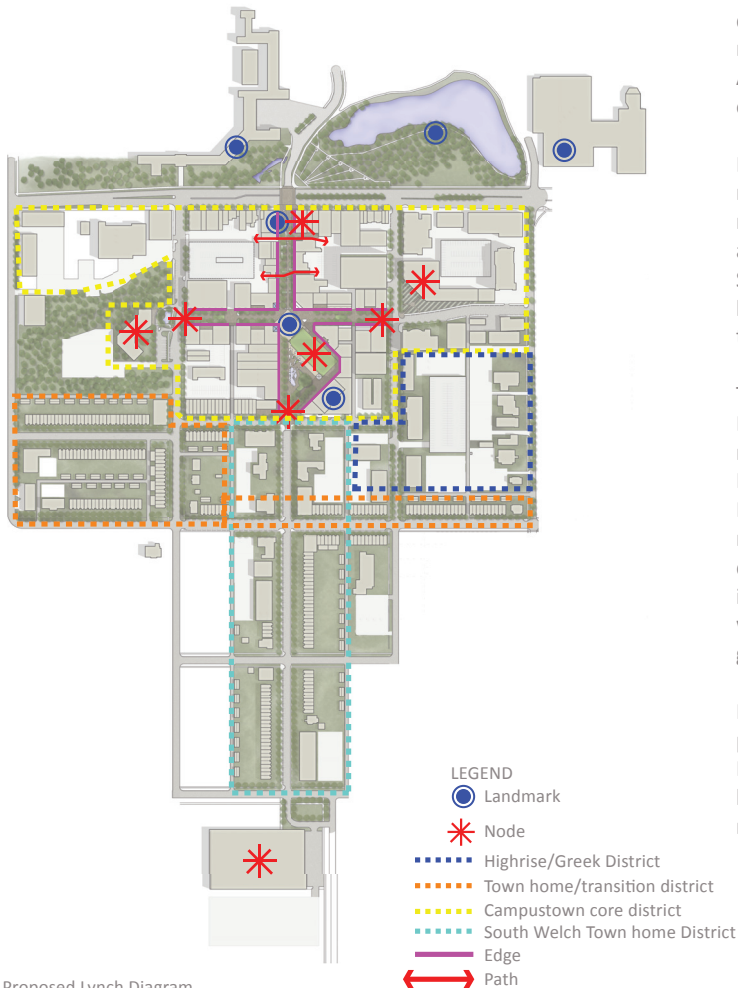


Figure 7-15 - Proposed Lynch Diagram

The elements included in a Lynch analysis have changed drastically with the proposed master plan (Figure 7-15). Of particular importance is the creation of several new nodes throughout the district. These nodes directly relate to the added program elements within the master plan (ie. recreation center, dorm, sustainable agriculture building, and park/hotel). Additionally, four new nodes have been created by locating significant entries to the pedestrian mall.

Landmarks have also increased throughout the master plan. The most notable landmarks added to the master plan include the hotel and the main entry element on North Welch and Lincoln Way. The Campanile also acts as a landmark because of the drastic design changes to the area. Sightlines to the campanile, discussed in more detail on page 130, have been strengthened to help signify the structure as a definitive landmark in the district.

The districts within Campustown proved the most difficult to refine. Because of the drastic changes in scale and current infrastructure that remained throughout the master plan, recreating districts was difficult. However, the districts have greatly changed in terms of aesthetics and use. Most notably, the South Welch Town home district has been completely recreated to allow a greater number of permanent residents in the district. Also, the Town home/transition district has been redesigned in a similar manner to South Welch. These changes in district structure will help reverse the negative town and gown relationship by allowing a greater number of permanent residents to reside in the area.

Paths and edges have been enhanced by adding massing of buildings and pedestrian amenities such as seat walls, seats, trees, and light fixtures. Paths cutting through the northern portion of the pedestrian mall have been retained to help circulation flow from the parking garage into the mall and to the eastern alley space.

B. ACTIVATING CAMPUSTOWN: creating spaces and places for all users of Ames year round

Activating space all year round and for all users of Ames will help lead to a successful master plan and help fulfill the original goals of this report. The main intention of this section is to demonstrate the pedestrian mall's versatility during all seasons and for all age groups. It will also discuss the importance of the pedestrian mall as a way to reverse the negative perceptions of Campustown. The main goals of the pedestrian mall include:

1. *All Users of Ames:* Creating a space in which all users can interact will help lead to more communication and contact within the area which would lead to a positive relationship between student and citizen. Features within the pedestrian mall that will attract a wide range of users include:
 - *Large green space*
 - *Fountain area*
 - *Hotel*
2. *Year Round Use:* To increase the success of Campustown, year round use must be provided. Creating spaces that offer activities for residents during university holidays will help support businesses and maintain vibrancy when nearly half the population of Ames has left. The following elements have been included to help support a wide variety of uses throughout the year:
 - *Ice rink*
 - *Grass/snow ramps*
3. *Spatial environment:* This portion is meant to be more diagrammatic to illustrate important relationships between uses, service access points, pedestrian circulation, vehicular circulation, and uses that fluctuate with different seasons. Creating spaces that are designed to the human-scale is of great importance throughout the pedestrian mall area. New building heights have been kept to a minimum and where taller buildings do exist, design methods are taken to step back floors above the second level. The following information is diagrammed to illustrate the spatial environment of the pedestrian mall:
 - *Active uses*
 - *Passive uses*

ACTIVATING CAMPUSTOWN

- *Human-scale*

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ACTIVATING CAMPUSTOWN

PEDESTRIAN MALL INFORMATION

Square Feet: 100,000 square feet

As mentioned in the programming portion of this report, the 100,000 square feet of pedestrian mall space closely mimics the average of State Street, Pearl Street, and the Pedestrian Mall.

Storefronts: 2,240 linear feet

The storefront linear feet is nearly identical to State Street, Pearl Street, and the Pedestrian Mall. These pedestrian malls averaged 2,317 linear feet of storefronts.

Parking: Approximately 100 street stalls removed

Lost parking stalls within the pedestrian mall have been compensated by adding a new parking garage within the alley space of the pedestrian mall. The parking garage contains 330 stalls with additional on street parking stalls at the border of the pedestrian mall and throughout the Campustown district.



Figure 7-16 - Pedestrian Mall Detail

LEGEND

- A: Hotel
- B: Park/Ice Rink
- C: Parking Garage (330 Stalls) at 3 Levels
- D: Fountain
- E: Main Entry Feature



GOAL ONE: *All users of Ames*

Large green space:

Offering a space that can be used for sports, relaxing, eating, and rest will help facilitate a mixing of ages. Uses within the green space could range from pick up soccer games, kite flying, Frisbee, concerts, VEISHEA celebrations, farmer markets, art fairs, and family outings. The space is intended to be left open to allow a multitude of activities to occur.

Figure 7-17 - Main Space

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GOAL ONE: *All users of Ames**Fountain area:*

All ages are attracted to water features. The designed water feature will be centrally located with the main space of the pedestrian mall and offer nearby seating for parents of the young. The fountain will act as an alternative play space to the park. These two uses, the park and fountain, will act in conjunction to increase time spent within the district by the young and their guardians.

Figure 7-18 - Fountain Area



GOAL ONE: *All users of Ames*

Hotel:

The hotel has been located within the pedestrian mall to help support an increase of food vendors, restaurants, shopping, and general retail. Instead of locating visiting guests associated with ISU at the Gateway Hotel located 2-miles south of Campustown, the proposed hotel will now function as the primary location for guests of ISU. Guest's presence will help activate the space throughout the school year and allow them the option of walking to appointments on campus.

Further, the hotel will centrally locate a large number of visitors during major sporting events such as football and basketball games. The hotel can also act as a place to stay for visitors attending other events such as VEHISHEA, the Special Olympics, and RAGBRAI (Reregister's Annual Great Bike Ride Across Iowa) when the route passes through town.

As mentioned in the programming section of this report, the hotel contains ample space for conferences, fitness rooms, and underground parking. The design intent of the hotel is to act as a figural building within the pedestrian mall and help draw users to the large green space adjacent to the front of the building.

ACTIVATING CAMPUSTOWN

Hotel Characteristics:

- 60 Rooms
- Banquet and meeting rooms =15,000 sf.
- Fitness area 1,250 sf. pool size 150 x 60
- Parking- ample parking will be provided for the hotel located below grade
- 25,250 total sf. for amenity space
- Much the same as Hotel Vetro, the Campustown hotel will include a small kitchen within each room

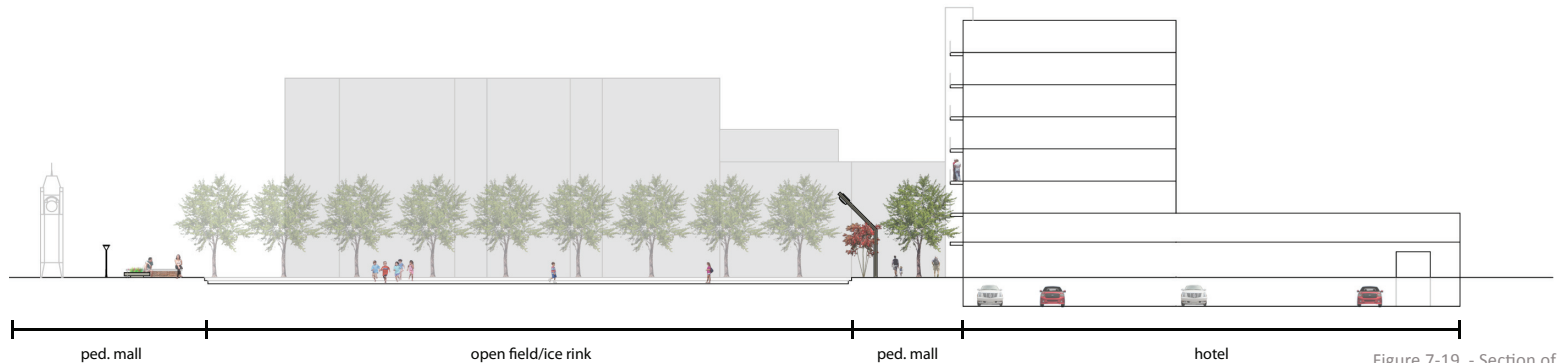


Figure 7-19 - Section of Hotel and Park Space
1"=60'

ACTIVATING CAMPUSTOWN

GOAL TWO: *Year round use**Ice Rink:*

The ice rink can be used as a special event area for the ISU Hockey Club. Selected games can be played on the rink to increase use during the cold season. Further, daily ice skating would be allowed to increase a youth presence during winter break and throughout the winter. Additional holiday events would also take place around the ice rink such as a Christmas tree and light displays. The rink will help provide a needed activity zone within the greater Campustown area to help support businesses, community interaction, and year round use.

Figure 7-20 - Night Perspective of Main Space Ice Rink



GOAL TWO: *Year round use*

Grass/snow Ramps:

ISU's Ski and Snowboard Club hosts an annual "Rail Jam" event every February within Campustown. The proposed grass/snow ramps would be utilized for landing pads and ramps for the event. This type of event would once again increase the involvement with citizens and students. During the warmer months, the ramps would be utilized primarily as a place to relax and would offer a more personal place for sitting.

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Figure 7-21 - Section of Grass/Snow Ramp
1"=20'



GOAL THREE: *Spatial environment*

ACTIVATING CAMPUSTOWN

Active uses diagram:

The pedestrian mall contains a host of activities. Diagram 7-22 represents the active uses throughout the pedestrian mall space. The active uses are designed within the center of the pedestrian mall to draw users from all directions and help centrally locate the most important events and activities. The following active uses have been diagrammed to illustrate the most basic of uses:

- *Concerts:* During the warmer season concerts would be held within the green park space.
- *Farmers' markets/art fairs:* Using the ideas of sustainability and relying on Iowa's/ISU's rich agricultural history is significant. Holding a weekly farmers' market would be established within the main central space of the pedestrian mall.
- *Hockey games:* Having designated night games on the ice rink would help activate the space during weekdays and allow citizens an opportunity to support ISU sports. Necessary accommodations (seating and vendors) would also be included during hockey games.
- *Intramural sporting events:* Iowa State's intramural sporting events are very popular, particularly among underclassmen and the Greek system. Utilizing the central green space to host intramural events would lead to an increase in activity and use besides drinking by the overall student body. During colder months the ice rink would be utilized for intramural sports such as hockey and broomball.
- *Rail Jam:* The grass/snow ramps would be utilized for the annual Rail Jam even held in February.
- *Emergency vehicles:* Emergency vehicles still need to access the pedestrian space in time of crisis. Ample space has been provided to allow fire trucks, police cars, and ambulances to circulate freely throughout the pedestrian mall.

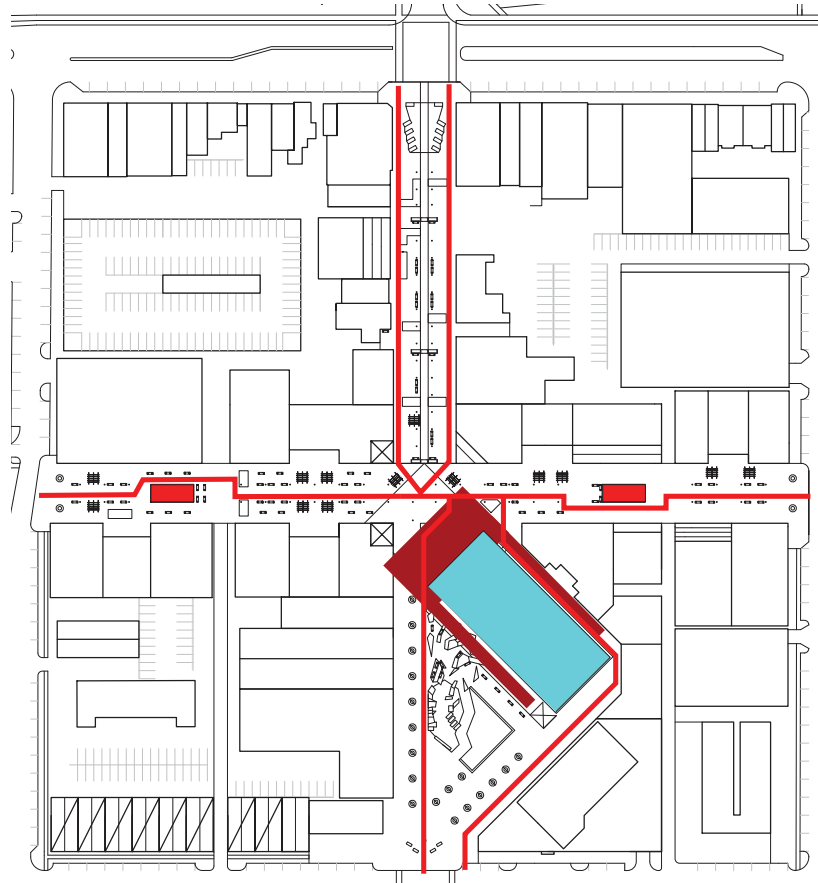


Figure 7-22 - Active Use Diagram

LEGEND

- Hockey, intramurals, concerts
- Farmer markets and art fairs
- Snow ramps (Rail Jam)
- Emergency Vehicles

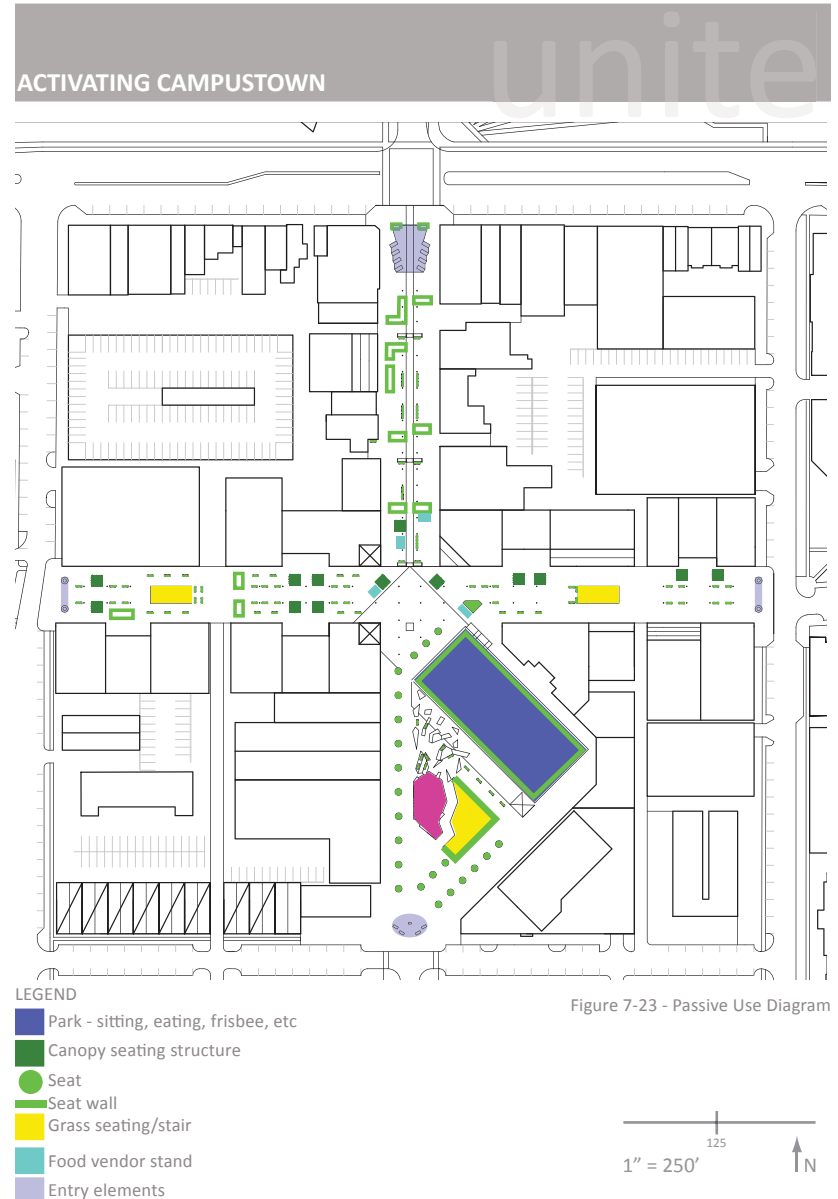


GOAL THREE: *Spatial environment*

Passive uses:

Passive uses (Figure 7-23) would be broad and spread throughout the pedestrian mall. It is important to create enough passive spaces to allow pedestrians to gather and interact. The following design elements would help cater to more passive activities:

- *Park Space:* The park space would act as a place to gather for lunch, people watching, Frisbee, and other passive activities. The space would be left open for people to define their own use within the grass area (ie. chairs could be moved out for sitting).
- *Fountain:* The fountain space would function as a play zone and a passive zone for parents. The proximity of the fountain next to the open grass space area is crucial in providing a connection between “open play” for children and more “monitored play”. A small shaded lawn is designed next to the fountain so parents can watch over their children.
- *Entry Features:* The entry features of the pedestrian mall offer opportunities for users to reflect on Iowa and ISU’s rich agricultural history. Further, these areas act as landmarks or places of gathering to meet friends and families.
- *Seating:* Seating within the pedestrian mall will be plentiful. Locating enough seating and in appropriate locations will increase the likelihood of users to passively use the seating arrangements and spend more time in the pedestrian mall.
- *Eating:* Street vendors (food and material goods) will take place throughout the day, particularly on the weekends. Outdoor shopping and eating will function in a causal manner and be located in close proximity to seats and benches.



ACTIVATING CAMPUSTOWN

GOAL THREE: *Spatial environment**Human-scale*

The spatial environment within the pedestrian mall should cater to the human-scale. As mentioned previously, building heights should be set back to help create an environment that feels open, yet still contains a defined wall. Creating an attractive and comfortable area will increase use and enjoyment for all users.

Figure 7-24 - Before and After Section of Welch through the Pedestrian Mall
1"=40'



GOAL THREE: *Spatial environment*

Human-scale:

Ample space is provided throughout the pedestrian mall for fluid circulation and defined sightlines. Figure 7-25 illustrates the importance of providing multi-functional elements such as planting beds that also act as seat walls. Additional elements in figure 7-25 that enhance the human spatial environment include paving patterns that lead users to the miniature Campanile, varied tree canopy heights, pedestrian-scale light fixtures, and overhead outdoor seating structures.

Figure 7-25 - Approaching the Campanile from the north entry

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GOAL THREE: *Spatial environment**Human-scale:*

Figure 7-26 illustrates the finer details of the design for the human-scale. For example, paving patterns border all buildings in the pedestrian mall to help terminate the outdoor and indoor spaces. Outdoor eating areas can occur outside restaurants to help create a more vibrant and lively atmosphere during the warmer months and allow personalization of space by shop owners.

Figure 7-26 - Human-scale design at building entries



C. DISCOVERING THE ROOTS: entering the pedestrian mall and its roots in sustainability, ISU, and Ames

Drawing on the historical roots of ISU, Ames, and Iowa are important. This section will help describe what design elements define the entries into the pedestrian mall. These elements rely heavily on the themes of agriculture and sustainability. Their completed forms take the shape of influences found throughout the state of Iowa, ISU, and Ames. The four key entry ways into the pedestrian mall are as followed:

- Main entry on Lincoln Way and Welch Avenue
- South entry on Hunt and Welch Avenue
- East and west entries on Chamberlain

DISCOVERING THE ROOTS

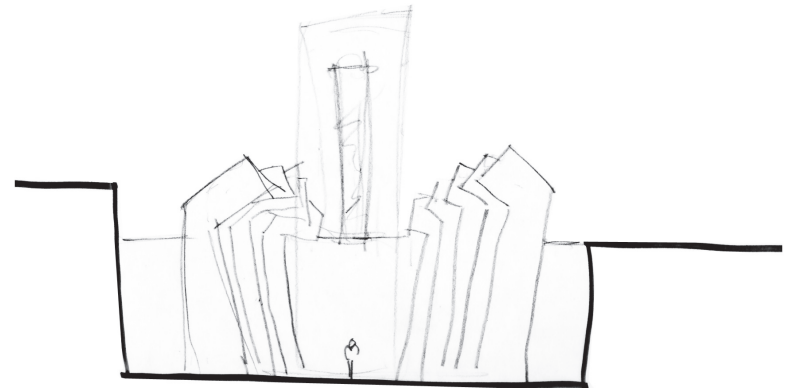
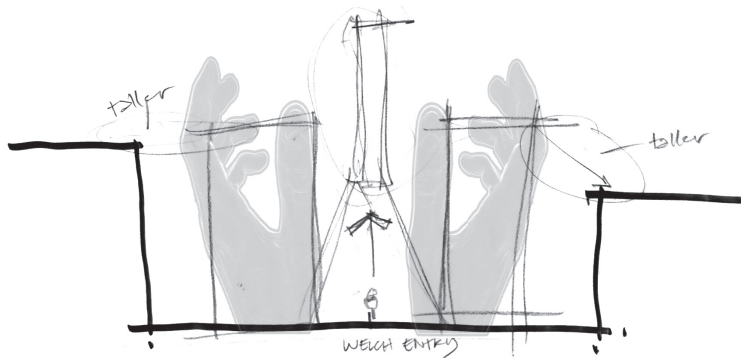
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MAIN ENTRY (LINCOLN WAY AND NORTH WELCH)

DISCOVERING THE ROOTS

This entry acts as the main entrance into Campustown. Broad ideas of sustainability, Iowa, farming, the earth, and soil act as influential concepts for the design. The entry element takes the shape of hands holding soil (Figure 7-27). The intention of the space is to act as a landmark to both ISU and the Campustown area in general. The space/sculptures are intended to create a sense of comfort, respect for the Earth/Iowa, and link many students and citizens to Iowa and ISU's rich agricultural roots.

Figure 7-27 - Process sketch of main entry



MAIN ENTRY (LINCOLN WAY AND NORTH WELCH)

Figure 7-28 helps illustrate how the sculptural elements of the design are intended to be a bold statement. Passing through the main entrance will help users understand that they are entering a new space and district. Seats are also added to the entry element to allow people to reflect on its meaning and to have users to create a meeting place for interaction.

DISCOVERING THE ROOTS

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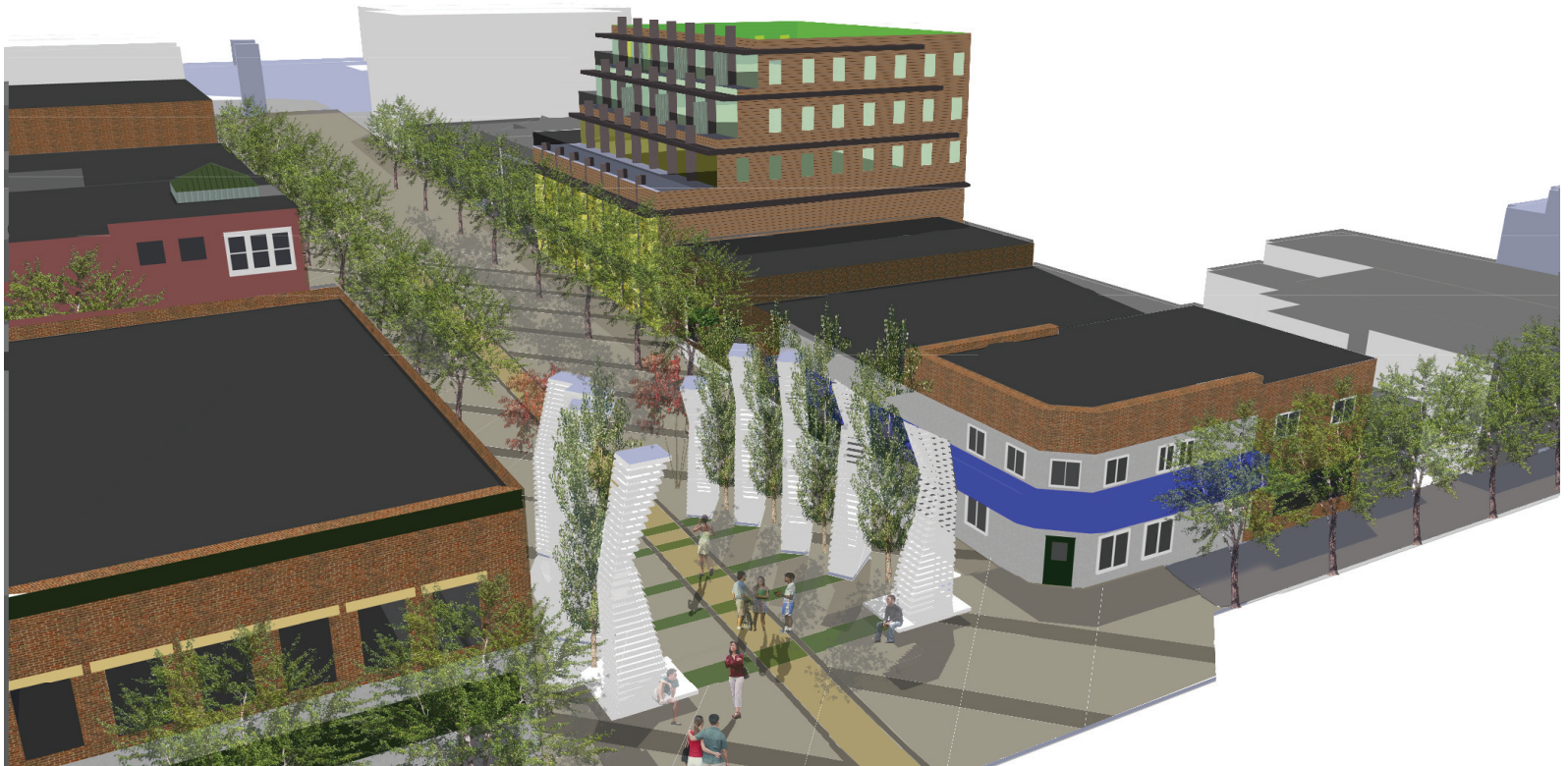
Figure 7-28 - Elevation of main entry
1"=20'

MAIN ENTRY (LINCOLN WAY AND NORTH WELCH)

DISCOVERING THE ROOTS

In addition to providing a needed entrance element, the main entry will positively enhance the west facade of Papa's Corner by masking the almost completely blank facade (left corner building in Figure 7-29). The building contains no windows and only one door that is not used as a main entry to the building. Because of the buildings historic character and overall aesthetically pleasing front facade, the building helps define an historic sense of place.

Figure 7-29 - Perspective of main entry



SOUTH ENTRY

The south entry (Figure 7-30) is meant to be more subtle than the main entry because of its proximity to residential units, but still carry many of the same conceptual ideas. Four glass structures are erected which represent four of the five original colleges of ISU. A plaque is placed at ground level in the center of the four structures that represents ISU's first college, the college of Agriculture. Together, the south and main entry create a link between ISU's original colleges and ISU's future in agriculture and sustainability.

DISCOVERING THE ROOTS

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Figure 7-30 - Perspective of south entry from Hunt and Welch

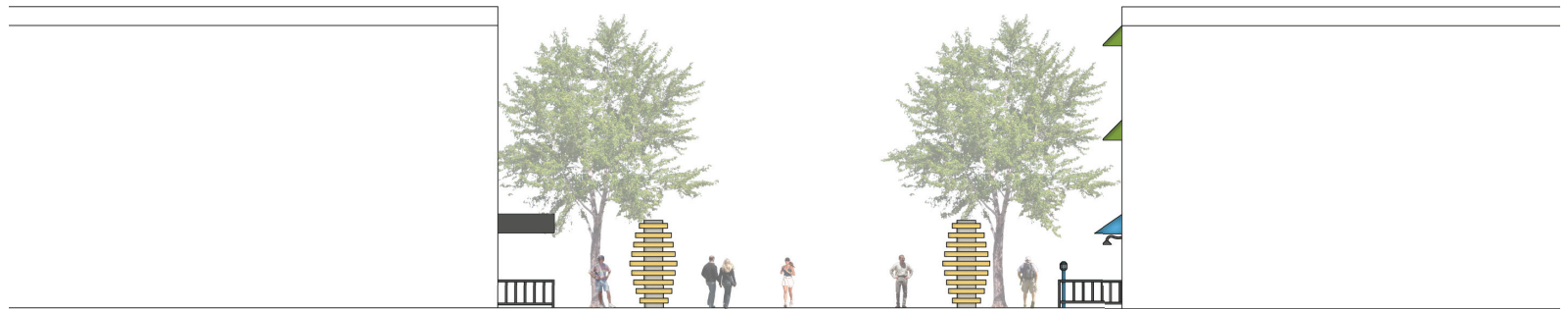


EAST AND WEST ENTRIES ON CHAMBERLAIN

DISCOVERING THE ROOTS

These entry ways, much the same as the north and south entries, contain a similar concept. Because of the east entry's proximity to the Sustainable Agriculture building, the entry feature takes the shape of corn. The west entry, because of its proximity to dorms, represents a dinner plate. Thus, a path is defined both mentally and physically which links food to the dinner plate. The intention is to link users to the production of their food and help raise awareness of where their food comes from.

Figure 7-31 - Section of East Chamberlain
1"=20'



conclusions

c a m p u s t o w n a n d c o l l e g e d i s t r i c t s



FINAL CONCLUSIONS

This last portion will discuss what I have learned conducting the research and design for a college district. I will also discuss some of the challenges to studying college districts. This section will also investigate the limits to implementing the plans for Campustown and what additional information or studies are needed to understand college districts.

campustown and college districts

unite: ames, isu, student, citizen, & place

Throughout writing this report, I have learned a great deal regarding college districts. As I mentioned at the beginning of this report, no universities are similar and no two towns are the same. However, successful college districts share four basic elements:

CONCLUSION

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THE PEOPLE

Without a doubt, the most important element to any college district is its people. They are what help define the area in terms of image, diversity, and use. The college district serves as a gathering point for all social groups associated with the university and town. Gatherings and events are in constant flux and represent a broad range of activities associated with different groups of people and events. The high degree of varying interests helps support uses often not found in non college towns and offers the broadest range of eating, bars, music clubs, food stores, and activities. College towns should focus their efforts to cater to every group and support the varying degree of ideas for every user.

Even the efforts by individuals help shape the broader depiction of the college town. For instance, Richard Gertman, a former student of UC Davis (University of California at Davis), helped push for one of the most progressive recycling programs in the nation. His efforts helped enact the first bottle deposit ordinance in California and implement mandatory curbside recycling of newspapers in 1974 for the City of Davis. In 2001, the City of Davis was recycling 53 percent of its refuse (Gumprecht, 2008, pg. 156-159).

Other efforts by individuals in Davis have created the most bicycle-friendly city in the nation. By 2006, the city contained 50 miles of bike lanes and 53 miles of bike paths. The city's bicycling infrastructure has become so extensive that Davis schools no longer provide bus service for children (Gumprecht, 2008, pg. 153). Obviously, the issues raised by individuals in Davis have created a college town that is far superior to others throughout the nation.

Efforts by the citizens of college towns have led to massive social changes reverberated throughout the nation. Berkeley's free speech and civil rights movements during the early 1960's helped intensify similar movements throughout college towns. The social movements throughout college campuses and districts during the 60s and 70s have had lasting effects on our nation as a whole. They have resulted in stronger support for free speech, equal working rights for women, and decreased the voting

CONCLUSION

age from 21 to 18.

The social movements of the early 1960s helped lay a framework of progressive thinking and retooling of our democratic society. Without a doubt, these efforts would have had minimal impact if they were not held in college towns and led by the town's youth and citizens.

HISTORY

Successful college districts rely heavily on their rich history. As mentioned above, Berkeley was the epicenter of social movements. And its rich history of progressive movements is still relevant today. The Free Speech Monument, commemorating the free speech movement, in Sproul Plaza helps illustrate the university and city's history. The monument includes a six-inch hole in the ground filled with soil and a granite ring around the hole. The granite ring contains the inscription, "This soil and the air space extending above it shall not be a part of any nation and shall not be subject to any entity's jurisdiction." Social movements and speeches are still common in Sproul Plaza and help reflect the ideas and thoughts of today. Surely, any person visiting Telegraph Avenue feels a sense of nostalgia and significance of history.

Even places such as Aggieville in Manhattan, Kansas reflect the history of the university and the state as a whole. Kansas State Agricultural College athletic teams, now Kansas State University, were nicknamed Aggies because of the colleges' entrenched agricultural programs. Although the school's mascot is now the Wildcat, Aggieville's history has remained intact and helps support the school's historical roots in agriculture. Students and residents wear attire depicting both the Aggieville name and the wildcat insignia. Perhaps Aggieville remains successful because it has stuck true to its roots and not forgotten where it began.

Places such as Campustown in Ames, Iowa and The Hill in Cedar Falls, Iowa, reveal little of their rich history as places of importance. No monuments or nicknames directly link to any sort of historical event, significant college of the university, or key individual that helped shape the formation of the college. The history of the university and town is perhaps the most important starting point to consider when redesigning a college district.

PROGRAMMING ELEMENTS

Successful college districts contain a wide degree of variable programming elements. The most successful of college districts contain a strong attractor or programming element that many users can relate to. For instance, Iowa City's Pedestrian Mall is a program element designed specifically for the pedestrian and contains a host of programs within the mall itself. People's Park in Berkeley represents another example of a strong programming element where people intentionally plan to go.

Programming elements associated with a university is also important to consider. Recreation centers, libraries, dorms, and other university affiliated buildings help develop a high degree of use within college districts. Recreation centers, for example, are often open to midnight, which ultimately creates a user presence almost 24 hours a day.

Besides increasing a high degree of use, university programming elements help create a presence of authority within the district. In places such as Berkeley where dorms are located one-half block from Telegraph Avenue, the sense of security and control increases because of a strong supporter of the neighborhood, the university. In Campustown, no university presence exists, which ultimately leaves the neighborhood in the hands of business owners and the students.

DESIGN

The design of college districts varies. There is no clear conclusion that can be made in terms of what type of design works best to facilitate a successful college district. However, the pedestrian mall scheme has been successful in several different college towns. Madison, Boulder, Iowa City, and Charlottesville have used the pedestrian mall idea at a high degree of success. Pedestrian malls in non college towns, however, have been almost entirely unsuccessful.

One similarity of college district designs is present, however. The idea of human-scale and creating amenities for the pedestrian must be at the forefront when designing the college district. Spaces such as Sproul Plaza and People's Park cater directly to the pedestrian by being well defined spatial amenities within a dense urban setting.

The pedestrian mall designed for Campustown has held similar standards for human-scale design. For instance, the miniature campanile was one of the districts' only amenities prior to design. The process of designing

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the pedestrian mall began at the miniature campanile and progressively developed around it. The large green space/ice rink developed an axis aligned with the campanile to direct views within the space. From there, paving patterns mimicked the 45-degree alignment of the green space to create a contrast from the street grid present throughout the overall site. Further, the offset square paving where the miniature campanile is centrally located helps iterate the importance of the structure as a landmark and a centrally defined datum of the entire Campustown area.

Pedestrian circulation within the pedestrian mall developed directly from the arrangement of the green space and the miniature campanile. Paths were oriented to direct users to centrally funnel to the miniature campanile and important buildings and spaces. Paths were further defined by creating repetition with trees, benches, and tree planters. The result has created views that are framed and directed to allow a clear understanding of open space and massing of buildings.

On a more diagrammatic scale, the void space of the green, miniature campanile, and fountain area help create a strong central plaza space. Because of its arrangement within the overall Campustown area, the large central plaza ultimately acts as the most important feature within Campustown.

THE CHALLENGES OF STUDYING COLLEGE DISTRICTS

Little research has been conducted regarding college districts. Blake Gumprecht's book *The American College Town* represents a superb example of research regarding successful college districts. His book touches on details that span from economics, recycling, town and gown, music, and a host of other topics that have helped shape successful college towns. Still, little information exists pertaining to the design of college districts.

What elements exist in successful college towns? I have attempted to answer this question by using my life experience in college towns and fully investigating Iowa City and Berkeley's college districts. I quickly realized the programming elements necessary to help create a successful college district. However, several more case studies could be conducted to develop even more programming elements and discover other similarities which aide in the success of the college district.

The most personal challenge I faced when redesigning Campustown

was to step outside my experiences in Ames. I spent four years living in Campustown and developed strong personal attachments to particular houses, restaurants, and bars. The neighborhood was my first experience living on my own and exploring new liberties. I overcame this challenge by asking myself, what is Iowa State University? I began to develop a new sense of pride and understanding of its historic significance and traditions in agriculture. Using Iowa State and Ames' rich history helped me overcome my personal connection and create a connection that all people of Ames share in common.

LIMITS OF IMPLEMENTING THE PLAN FOR CAMPUSTOWN

Perhaps the most basic aspect which would limit the implementation of the plan for Campustown is the students of Iowa State University, which is not difficult to understand. Ames is a town of transition for almost the entire student body. Very few students continue residing in Ames after graduation. The town offers little, if any, employment options for graduating students. Breaking this down, students have little desire to change Campustown.

The City of Ames is in a similar predicament. The City's perception of students having little concern regarding Campustown is true. Yet the City, as well as the University, has done little to support change for the district. Plans take off, then fizzle and collect dust on the shelves of City Hall. No bold moves have been initiated by the City or the University to implement any sort of redesign for Campustown*. Perhaps the university and the city missed the greatest opportunity to gather support for a redesign after the VEISHEA riot of 2004.

While the master plan and its associated details may be visionary for Campustown and the City of Ames, they are intended to solve the extremely complex town and gown issue. Past solutions and attempts by Iowa State and the City of Ames have failed to solve this substantial issue. However, no past plans on solving the town and gown relationship have involved a redesign of Campustown. Perhaps this report can be used as a guide to successful college districts and help the City of Ames and Iowa State University discover just what Campustown could be...a place to unite.

*At the time of writing this report, the City of Ames and Iowa State University began vision efforts for the new look of Campustown.

CONCLUSION

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